

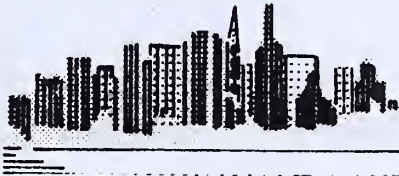
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San Francisco Bay Region Chapter *Bulletin*



President's Message

Changing of the guard, change as opportunity

by Rita Evans

I'm delighted to begin my term as President of the San Francisco Bay Region Chapter. Our dynamic chapter reflects our dynamic membership, and I'm looking forward to our 1997-1998 chapter year. Among other things, we can all expect good programs, lots of networking opportunities, a great newsletter, interesting tours, an indispensable directory, and informative workshops.

None of this would be possible without our terrific team of chapter volunteers—the people who chair and serve on committees, and who serve on the board. All of them live busy lives with many conflicting demands on their time, but they've found the investment of time in our chapter to be worth it.

Thank you to everyone who's agreed to serve on this year's team—your energy, enthusiasm and organization are sure to make this another great chapter year.

But right now we all owe a big "Thank You" to Linda Vida-Sunnen, our Past-President. Linda did an outstanding job as president and recruited a great group of people for committee chairs. She kept our many committees and projects on track, on schedule and working together. In addition to the president's usual duties, Linda also arranged the California Chapter's reception at SLA's annual conference this year, a lovely way to close out her year as president. Thank you, Linda, for a job very well done!

.....

Linda Vida-Sunnen, Marie McKenzie (SF Chapter President-Elect) and I represented the SF Chapter at Special Libraries Association's Annual Conference in Seattle in early June. While there was very little association business for us to attend to, it sure was an interesting conference.

The theme was Change as Opportunity, and I was struck by how tangible the theme was this year. Unlike some conferences where gloom and doom seemed to prevail, this one seemed very upbeat. Optimism and confidence were everywhere. And in the midst of the downsizing, layoffs and strapped budgets which seem to be ongoing facts of life, success stories abounded.

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Inside...
July/August 1997

Wide awake in Seattle. From the SLA Conference, Rita Evans reports on **Success Stories of Solos**, page 14, and **Kaleidoscope** editor Cris Campbell gives the lowdown on who was there, page 5.

Ann Jensen sends feedback from **neighborhood dinners**, page 10, while Inga Govaars **watches the clock** with Stuart Brand, page 11.

Our new **Nettalk** editor Tim DeWolf tells us how he "**learned to stop worrying & love the Web**," page 7.

BULLETIN

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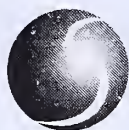
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San Francisco Bay Region Chapter Bulletin

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From the editor's desktop...

Consider all the ways there are to mark the beginning of a new year or season: Chinese New Year, Jewish New Year, New Year's Eve in Times Square, the fiscal year, the academic calendar, the beginning of the baseball season, the Spring Equinox. And for those live in the moment types, there's always a new day dawning, a new leaf turning over, a new file to open.

Here at the SF Bay Region Chapter the official new year begins with the Annual Turnover Meeting, which this year took place on June 25. An auspicious one for me, because I was formally sworn in as *Bulletin* editor, succeeding Jeanne Fong who for the last two years has so capably edited these pages.

There is a great new *Bulletin* staff this year: Cris Campbell, Jim Cowan, Tim DeWolf, Beth Edelstein, Elyse Eisner, Jo Falcon, Richard Geiger, Mary Goglio and Marlene Vogelsang. I look forward to working with them, and I look forward to hearing from all of you.

Spending time with fellow Chapter members in Seattle once again confirmed what we all know: not only are we capable, intelligent, resourceful, informed, generous, creative and articulate, we are also a lot of fun. I hope you will share these qualities in the *Bulletin*—using it not only as a forum for work-related issues, but also as an outlet for “extra-curricular” interests and adventures. You might also consider the *Bulletin* a good place for a “tryout run” of an article; you never know what will happen once you get something in print. Case in point—Kelly Ward's “Internet Puzzler” will be republished in *Database* magazine (see *Kaleidoscope*, page 5).

On that note I'll get back to editing this issue's submissions, with the hope that you too, dear reader, will “contribute early and often.”

Ella Hirst is a reference librarian in the Business & Technology Center, San Francisco Public Library.

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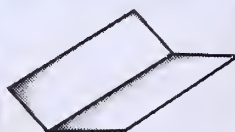
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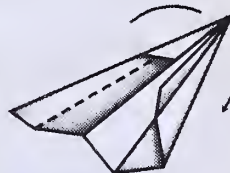
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Kaleidoscope

by Cris Campbell

Seattle was swarming in mid June with San Francisco area folks, enjoying the sunshine (alright, we did have a little drizzle on two days) and the salmon. Here's to the impressive line-up of members who went to Seattle to do more than eat and schmooze! Among them...

Reva Basch spoke to an overflow crowd that came to the Petroleum and Energy Resources breakfast to hear what she had to say about online research in the WebAge. (Check out her latest book, *Secrets of the SuperNet Searchers*.)

There were standing-room-only crowds too for the workshops that AIM staff put on: **Peggy Watson** on resumes, **Maggie O'Brien** on negotiating, and **Linda McKell** on networking. Does that say something about our employment picture?

I'm sure **Elena Herdman's** session on Alternative Career Paths was equally well attended!

Tony Landolt of Infotrieve and **Lenay Milford** of Milford Bookbinding were busy exhibitors.

The transportation troops were well represented by **Dan Krummes** who moderated a session on transportation uses of Inmagic databases; **Seyem Petrites** was one of the speakers.

Leslie Fisher was part of a poster session, displaying her thoughts on choosing desktop electronic information services.

Chevron librarians were stars at the Petroleum and Energy Resources session on non-traditional services in petroleum libraries: **Frank Lopez** moderated, and **Mary Ann Hornberger** and **Sharon Modrick** spoke.

More Seattle sightings... Former chapter member **Jean Sansobrino** is thriving at Paccar Inc. in Bellevue, and still recalls her SF chapter friends fondly. Two other Chapter members who have

recently relocated to Seattle are **Adam Schiff**, who is now Principal Cataloger at the University of Washington Libraries, and loving it; and **Josh Duberman**, a partner in PivotalInfo, an information brokerage (pivotalinfo@usa.net). Josh advises that he is happy to do "overflow searches"! Baseball Caucus members **Terry Dean**, **Tim DeWolf** and **Marlene Vogelsang** were seen (and heard) slurping beer and munching peanuts at a Mariners/Rockies game in the Kingdome.

And now for the home team...

A June Bride... **Mona Rusk's** large and lively wedding at Wildwood Acres in Lafayette was described by **Julie Griffith** (more about Julie later). Mona, who is now webmaster for PacBell in their "wire the schools" program (not the official name!), married Chevron engineer Tom Farr. The wedding procession was led by 16 flower girls, all daughters of Mona's friends, and Julie Griffith was one of Mona's two attendants. Also enjoying the wedding (and the music by the Norwegian accordian player!) were **Angela Moore-Evans**, **Sara Crew-Noble**, and **Mary Torres**.

New positions...

Julie Griffith is enjoying a temporary position in the AirTouch Communications Legal Department (415-658-5130/julie.griffith@cmail.airtouch.com). **Elyse Eisner** is the Northern California branch manager for Advanced Information Consultants, a library services company that provides document delivery, database searching and research, and consulting services, and is new to the Bay Area (510-803-9394/elyse@advinfoc.com).

Out of Africa... On April 19, **Anne Marie Malley** married Chris Willers, a zookeeper at the San Francisco Zoo, whom she met when he came into the California Academy of Sciences to look for the journal Tiger Paper. Their wedding reception was in the African Hall at the CAS, and then the bride and groom took off for a honeymoon trip to South Africa, Botswana and Zimbabwe.

Prague Spring... **Katie Frohmberg** spent 10 days in Prague working with a geophysicist from the Czech Academy of Sciences. Dr. Kozak has a unique

continued on page 6

Kaleidoscope continued from page 5

collection of pre-photographic images (woodcuts, etc.) of worldwide earthquakes which will be digitized and added to the Earthquake Image Information System of the Earthquake Engineering Research Center (www.eerc.berkeley.edu). This is all made possible by a grant from the US-Czech joint science granting agencies. Watch for the images to come up on the EERC website in about 1 year.

Back in the USA... **Marydee Ojala** is now in Park City, Utah and has been named Editor of *Database* magazine. (By the way, Marydee phoned up **Kelly Ward** to ask if she could reprint his "Internet Puzzler", seen in the March/April issue of these pages. It will appear in slightly altered form in the August issue of *Database*.)

Bicyclists en masse... If you've gotten near one of the monthly Critical Mass bicycle rides that start at the Justin Hermann Plaza on the last Friday of every

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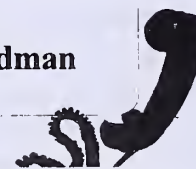
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month, you may have spotted a familiar-looking face under a baseball cap. That would be **Kurt Shuck's**, who regularly joins the masses.

Post-Seattle Pleasures... **Rita Evans** reported that she and her husband Andy enjoyed a fabulous view of the Olympic Mountains from Hurricane Ridge in the Olympic National Park. And **Richard Geiger**, who is supposed to co-edit this column, had the nerve to phone from Olga's store on Orcas Island to report that sailing in the San Juan Islands was just fine, and that he wouldn't be back until after the copy deadline for this issue. So you only have me to blame for this one... Please send items for future columns to ccampbel@library.berkeley.edu or geigerr@sfgate.com.!!! ■

*Cris Campbell is Assistant Head Librarian
at the UC Berkeley Public Health Library.*

Nettalk

or, "How I Learned to Stop Worrying & Love the Web"

by Tim DeWolf

First, let me establish my NetTalk editor credentials: I know people who know a lot about the Web; I will make every effort to convince/coerce them to share their knowledge in upcoming columns. I also know that there are people I don't know who know a lot about the Web; I hope to see them volunteering to share their knowledge in upcoming columns.

But to get things rolling I thought I would share my own experience. Hopefully, this will give comfort to those who feel that they're on the trailing edge of Web issues, and will make everyone else feel smug.

"Many people who can talk the talk can't walk the walk when it comes to the Web, and they're desperate enough to accept advice from a librarian."

I confess I sputtered onto the electronic super-highway and felt cranky about it—as if I was going to visit someone out of obligation. Looking back, I found some identifiable reasons. First, my company didn't provide Web access until recently, meaning I had to find my own provider. Once there, I found the Web too much like TV: easily missed nuggets of content surrounded by commercial distractions and dumbed-down entertainment. I was no longer in the "terra cognita" of organized, carefully indexed information, but somewhere in the Wild West, where life was haphazard and unpredictable.

The hype about the Web seemed overblown. Many people who should have known better were laboring under the misconceptions that the Web is the only source of electronic information and that everything is on the Web and that it's all free.

So, I tried to explain to people—patiently at first, then with increasing stridency—that the Web is not all it's cracked up to be. In effect, I was saying, "Take my word for it. Ignore all the cover stories you've been 'reading.'" As you might expect, this approach met with unqualified failure, and I soon decided that an attitude adjustment was in order.

I began trying to answer questions and find information from Web sources, even if they were available from traditional ones. When Internet access became available in my company, I offered training to anyone who wanted it. The results were quite gratifying. Among the benefits:

- Enhanced the credibility of the library as technology leader
- Opened contact with people who didn't use the Library before
- Provided a forum to talk about other library services
- Increased awareness and appreciation of what the library does—one of the chief benefits of end-user searching
- Improved my own skills and awareness, since training others is the best way to learn yourself

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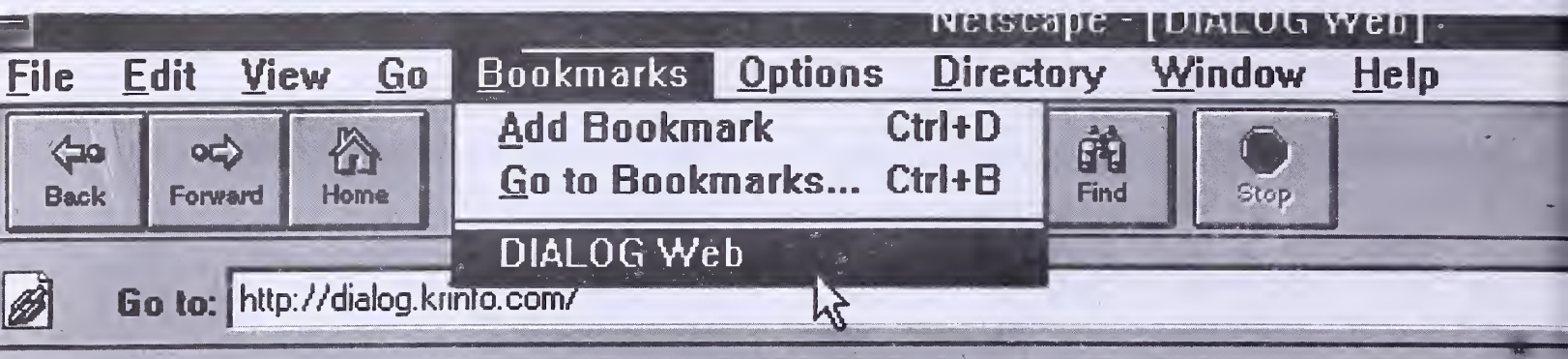
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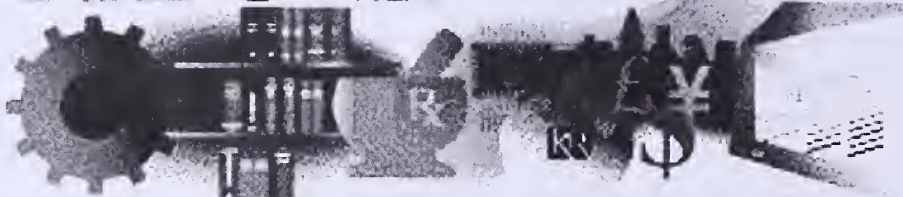
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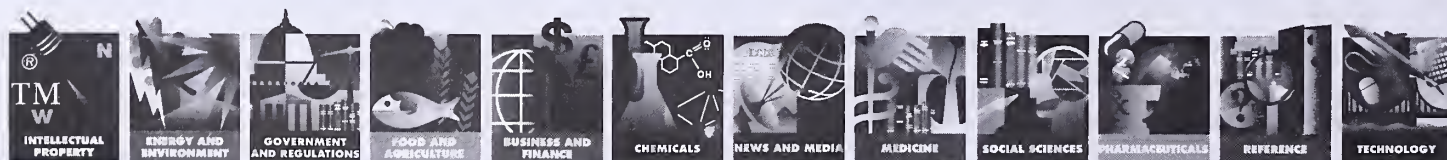
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Nettalk continued from page 7

So the Web has become another information source in my portfolio. To those who ask me if my job has undergone a sea change, I say, "Not really." The same skills need to be brought to bear in Web searching as in any other: 1) an understanding of what the user is looking for; 2) the knowledge of the most expedient, cheapest source; 3) the expertise to ferret it out.

I even used the Web to verify the full title of the movie, "Dr. Strangelove", so that I could steal it for the title of this article.

I've assisted users with their "push" information needs, and some of them have become loyal customers for non-Web information. Moreover, knowledge of other Web sites can help you when you develop your own. Thanks to the patient guidance of Publicity Chair Terry Huwe, I have been refining my HTML skills and now have a Library site on our company Intranet.

OK. I still don't "love" the Web, but we have developed a working relationship. Given the accelerated pace of "everything" these days, predicting the future of the Web is an exercise in futility. But it's in everyone's face now and represents a litmus test for our ability to adapt.

I think there's a lot of ignorance and anxiety out there. Many people who can talk the talk can't walk the walk when it comes to the Web, and they're desperate enough to accept advice from a librarian. Hey, call yourself a "Cybrarian" and they'll feel even better about it.

For future readers of this column, the really good news is that I've exhausted my platitudes about the Web and am moving from labor into management. I'm now waiting to hear from any of you who would like to share your thoughts and experiences. Come on, I know you're out there! ■

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Meeting for dinner

Librarians in the Hoods

by Ann Jensen

Chapter members explored the neighborhoods of the Bay Area on April 15, 1997 as they experimented with a novel, and highly successful new style of Chapter networking.

Over 50 members sat down to dinner simultaneously at eight different Bay Area locations—from the North Bay to the Peninsula and from San Francisco's Richmond District to Contra Costa County. Culinary regions were equally varied, representing Southeast Asia to Northern Italy. Some dinners were intimate, with three or four members; others as large and lively as eleven or twelve.

Good food, good wine, good discussion and laughter were the order of the evening. As one member put it, "I guess we talked about our work and profession somewhat; we certainly laughed and ate a lot."

Two of the East Bay dinners were even documented with photographs—one set snapped by an agreeable waiter, the other taken by a passer-by.

Reports were unanimously upbeat: most attendees said they'd definitely go to such a "dinner meeting" again, and the Marin group has already scheduled another fete for July. Everyone was enthusiastic about the opportunity to schmooze and network with colleagues closer to home while enjoying one of the many culinary gems hidden in our neighborhoods.

Thanks to Rita Evans, Wess Murdough, Gretchen Peterson, Chris Orr, Linda Vida-Sunnen, Judy Gerstle, Marlene Vogelsang and Diane Rosenberger, who each organized a venue; thanks to all who attended; and special thanks to Marie McKenzie for a great new idea!

Be on the lookout for the announcement of a similar event next year. It's great fun. ■

Ann Jensen is a reference librarian at the UC Berkeley Engineering Library.

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Watching the Clock

by Inga Govaars

April 23 found many Chapter members crowded on the deck at Jack's Bistro in Jack London Square enjoying the view and the East Bay sunshine. After dinner Stewart Brand of *Whole Earth Catalog* and other fame dazzled and entertained us with his topic, "The 10,000 Year Clock".

One of Mr. Brand's continuing interests has been scenario thinking: a collaborative effort at trying to think about the future, long-term future that is. Not, for instance, in ten-year increments, which are as far as most corporations can plan, or the four-year increments in which most graduate student operate, but 10,000 years.

Why 10,000? Ten thousand years ago, around 8,000 B.C., agriculture began; so it seems like an appropriate cycle on the human time scale.

Mr. Brand shares the archivist's concern for preservation of the historical record. With technology changing so rapidly, forms of data are disappearing or becoming inaccessible—many early computer tapes and files are no longer readable.

Mr. Brand also believes that widespread use of the Internet is changing the way people perceive the world. He had us all laughing as he recited this predictable progression of "Net epiphanies":

*It's happening! It's happening everywhere!
It's happening with an awesome new tool!
It's better than real life!
It's replacing real life!
It's swallowing real life!*

A record was needed, a tool to analyze the past, monitor the present, and perhaps predict the future. Clocks are the standard time measuring device; hence a Clock Library project evolved. (Danny Hillis, parallel-processing computer pioneer, is credited with the original idea.)

In Mr. Brand's scenario the Clock Library will facilitate research, hold conferences on issues with (extreme) long-term consequences, monitor those

long-term consequences, do periodic checking on significant issues (like keeping a historical tickler file), provide long-term digital storage, and conduct longitudinal scientific studies. It will maintain collections in all important fields, and it will store time capsules for historians, but Mr. Brand made it clear that,

*"We don't do Eternity
We don't do Geological Time."*

In conclusion Mr. Brand set forth the Clock Library guidelines: serving the large view and the long view, fostering responsibility, rewarding patience, allying with competition, taking no sides, and leveraging longevity. Sound like the guidelines that many of us already follow in our own libraries!

Many thanks to Hospitality Committee members Marlene Vogelsang and Nancy Bruer-Hufford, and to our generous sponsors, Disclosure, AIM, Certified Personnel, and Taylor & Associates. ■

*Inga Govaars is a librarian at the
Federal Home Loan Bank of San Francisco*

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President's message, continued from page 1

Why the difference? Have we seen the benefits of change manifest themselves as new job opportunities, more interesting work, greater responsibilities (and rewards)? Have we really started embracing the good things change can bring? After years of battle, are we finally confident enough in our considerable technical skills to make technology work for us?

Or are we now so used to quickly adapting to doing things differently that it's second nature and no longer a big deal? Do organizational changes, management shifts, market upheavals no longer pose big daily challenges?

I'm going to be looking at some issues involving change in future President's Messages, but I'd like to hear what you think. Is change opportunity for you? Or just something inevitable with which you've made an uneasy peace? Or am I completely off the mark? Let me know—re@dolby.com.

Rita Evans is Information Resources Manager at Dolby Laboratories in San Francisco, where she manages the Technical Library and Dolby's corporate web site.

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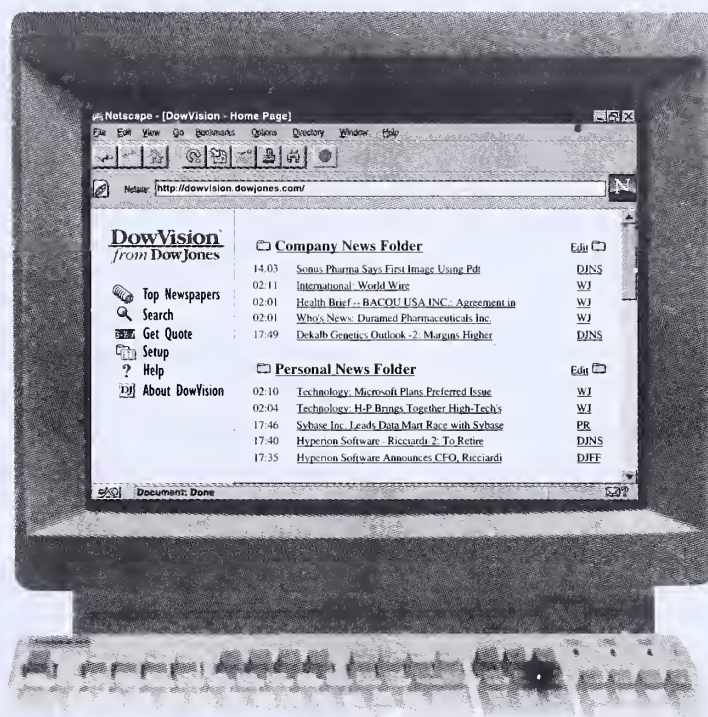
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Report from the Seattle conference

Positive Outcomes: solo librarians reveal the secrets behind their success stories

by Rita Evans

The Solo Librarians Division held a session on "Success Stories of Solos" at SLA's Annual Conference in Seattle, which offered a great deal of practical advice, balanced with more general guidelines. Two of the speakers gave examples of the positive consequences resulting from the librarian's planning and implementation of new services and systems. The third focused on the process of planning and implementation, and on the factors leading to success.

Kathryn Kern of Bankers Trusts, Toronto, described services which were non-traditional, had high visibility, and delivered services that make the library's customers more valuable to the parent organization.

For example, "Summer School" (a.k.a. "Lunch & Learn") was developed in response to rapid organizational growth. There were many new employees who knew little about the banking industry, particularly Bankers Trusts' specialties. To help orient them to the business and industry, the library developed a program of 45 minute, brown-bag sessions, each featuring an in-house expert on a relevant topic.

*"Don't overlook appropriate
low-tech solutions."*

"People love to talk about their work, so it was easy to get speakers," Kathryn noted. Sessions were on the general organization—history, department structure, who's who—and on specific market segments such as mining or energy. The library prepared and distributed a reading list as part of each talk. Employee reaction was always enthusiastic.

Daille Petit, American Hotel and Motel Association, Washington, outlined three projects which made a significant impact on the parent organization. The first, participating in booth design and publication production for trade shows, enabled Daille to attend more shows and get to know the association's customers; by getting involved in publications, she made a great deal of information accessible to the association's members.

The second project introduced the association to the Internet. Using Netscape, the library developed a Web page which concentrated on live links to good business sources for the hotel industry. Working with the information systems group, the library made its Web page the default for Netscape users in the organization. This page became the preferred starting point for any information search for staff and members.

In a third non-traditional service, Daille developed a fax-on-demand service, recognizing that many member organizations were fax users but not savvy computer users. It proved to be extremely popular with a wide range of member organizations, who appreciate the speedy turnaround and minimal hassle. Moral of the story—don't overlook appropriate low-tech solutions.

Kimberly Allen of MCI took a different approach, outlining general approaches and procedures and citing examples from MCI's library. Start, she proposed, by focusing on the keys to success:

- Learn to recognize the organization's problems
- Speak up
- Establish realistic expectations
- Follow through
- Network in-house and externally
- Volunteer
- Accept the assignment, even if it's "not your job"

Allen then outlined the skills that we must continue to develop to ensure success:

Research: Conduct savvy information interviews, and deliver proactive research services.

Web-related: We have unique Web development skills, and we will have to expand our traditional online and manual research with a new set of Web-based search skills.

Instructional and outreach: We should be taking a lead role in training people to use the Web and other information tools.

Marketing: We must be able to do customer needs assessments and follow through on the identified needs. We have to demonstrate why our customers should fund our activities, and prove to them that library and information operations are not overhead.

Negotiating: In our relationships with vendors, we have to do more than negotiate competitive prices; we need to specify what our strategic needs are, and what products vendors can develop to meet those needs. In our own organizations, we must effectively advocate budget increases to meet our customers' needs.

*"Libraries are always in danger.
Don't ever be lulled into complacency,
don't ever rest on your laurels."*

Allen posed the question, "What else do we need to be successful?" She stressed the importance of recognition, and offered suggestions on how to achieve it.

If you don't have a **newsletter**, now is the time to do one electronically. Start with a quarterly schedule and focus on what's new in the library. Use your internal **email** to remind all users on a weekly basis of a new or existing library resource or service. Make a short **video** on the library—feature testimonials from satisfied users. Try **contests** and promotional items. Work the **Intranet**—get the library involved if it isn't already. Use your skills to make your site fully

indexed and searchable. Offer alternative routes to information. Make your intranet rich in content, both from internal organizational sources and from external sites.

Allen concluded her presentation with this advice for ongoing success:

- Libraries are always in danger. Don't ever be lulled into complacency, don't ever rest on your laurels.
- Change mindsets by creating new images for libraries. Change your self-image & the image you project to your customers.
- Develop a proactive service attitude. Continually improve and expand services.
- Add value to the information you deliver. Make it indispensable.
- Partner with other departments (IS, Marketing) whenever and wherever appropriate.
- When it makes sense, outsource. If you can off-load administrative functions and devote more staff to research, current awareness, or other value-added services, do it.
- Embrace technology. Use it to showcase the information resources and services you can deliver to make your customers more effective, productive employees who give value to your organization.

While the title was a misnomer—only one speaker was a solo librarian—"Success Stories of Solos" was an excellent session with content applicable to librarians in many different settings. The speakers were enthusiastic, and their presentations conveyed their real feelings of accomplishment. These were indeed inspiring success stories. ■

*Chapter President Rita Evans is
Information Resources Manager
at Dolby Laboratories.*

Two Chapter Members elected to 1997-1998 SLA Board of Directors

Congratulations to two outstanding San Francisco Bay Region Chapter members on their election to SLA's Board of Directors!

Monica M. Ertel is Director, Knowledge Systems Lab, Apple Computer, Inc. and is a member of SLA's Public Relations Committee. Her many contributions to SLA include service as Director and Division Cabinet Chair. Monica has also held many leadership roles within the San Andreas chapter. She earned an M.A. in library science from San Jose State University and an M.B.A. from the University of Santa Clara.

Cindy Hill is Manager, Sun Library and Information Services, Sun Microsystems, Inc. An SLA member since 1980, Cindy was President of the San Andreas Chapter from 1984-1985. She holds an M.L.I.S. from San Jose State University, and was the recipient of the Distinguished Alumna Award.

Monica and Cindy will serve on the Association Board for three-year terms, and will help guide SLA to the year 2000.

Name that Bulletin!

The *Bulletin* is taking suggestions for success (see page 15) to heart and is holding a contest. Can you come up with a new name for the Chapter newsletter? One a bit more descriptive than *Bulletin*? Some names that have been suggested are Bridge, Bayline, Gateway. Send your ideas to ellah@sfpl.lib.ca.us. More details in the September/October issue.

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Call for 1998 Conference Papers



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You are invited to submit papers addressing the theme, "Leadership, Performance, Excellence: Information Professionals in the Driver's Seat," for the Special Libraries Association's 1998 Annual Conference in Indianapolis, Ind. Papers accepted will be presented at the contributed papers sessions.

Guidelines

July 1, 1997 - Submit working title of proposed contributed paper to Daniel Krummes via either e-mail (dkrummes@library.berkeley.edu) or fax (1-510-642-9180).

September 1, 1997 - Deadline for receipt of an abstract of the proposed contributed paper. Abstracts should be approximately 250-300 words in length. Please provide 5 paper copies of your abstract and submit them to: Daniel Krummes, Institute of Transportation Studies, 412 McLaughlin Hall, University of California, Berkeley, Calif. 94720. Diskettes, faxes and electronic submissions will not be accepted.

April 1, 1998 - Submit complete text of accepted contributed paper to the association office in Washington, D.C..

Length - Presentation of the paper should take no longer than 15 minutes.

Acceptance - Contributed papers will be accepted only if: 1) the abstract has been submitted and evaluated, 2) the author is a member of SLA and 3) the author intends to present the paper at the annual conference. Abstracts will be judged on relevance to the theme, substance and potential member interest. Applicants will be notified of acceptance by December 15, 1997.

Executive Board meeting.....

by Tony Obregon

The Executive Board met May 19, 1997. Linda Vida-Sunnen, Bill Van Niekerken, Diane Rosenberger, Rita Evans, Marlene Vogelsang, Richard Geiger and Tony Obregon were present.

Treasurer's Report. The chapter received its annual allotment from Headquarters, which was deposited into our account. Allotment is calculated per chapter member, and our total this year was \$6740.00. Directory expenses have not yet been figured into the current budget. The chapter will be losing the jobline revenue for the next two years since the San Andreas Chapter will be taking over that function.

Strategic Planning. The Needs Assessment survey results have been tabulated and are being analyzed. This year, the survey was distributed via email, so that members could reply online and submit the questionnaire electronically. Of the respondents, 22 members volunteered to be on a chapter committee.

From the survey results, the committee drafted a mission statement and a three-year plan. The committee has set four main goals:

- 1) Increase the use of the chapter Website
- 2) Continue to experiment with new program ideas and evaluate them critically
- 3) Hold annual brainstorming sessions with the Executive Board and Advisory Council
- 4) Critically evaluate chapter committees—their structures and duties

Proposed Committee & Meeting Changes.

Rita proposed eliminating the Government Relations and International Relations Committees, but we need to know the requirements for dissolving committees before taking action.

Rita suggested that both the outgoing and incoming committee chairs meet before the official Advisory Council turnover meeting to exchange procedures manuals and other information. Another suggestion was to have the Advisory Council meeting before the Executive Board meeting. This would allow the Executive Board to immediately discuss and resolve issues brought by the Advisory Council.

New Members Brochure. Rita drafted a revision of our chapter brochure. Following discussion, it was agreed that the next draft will include an introduction to both SLA, the international organization, and the SF Bay Region Chapter. The brochure will emphasize the benefits of SLA membership, and focus on participating on committees.

Joint San Francisco/San Andreas Summer Meeting. The jobline will be a major topic of discussion at the meeting. On our Needs Assessment there were many positive responses to putting the jobline on the Web; however, this brings up many issues which need to be discussed with the San Andreas chapter. Since they are responsible for the jobline for the next two years, they will have a final say in any decisions. Marlene Vogelsang's proposal for an annual tour with both the San Andreas and San Francisco chapters will also be discussed at the joint meeting.

Headquarters sent Rita a list of members who have been with the chapter 5 years or less. She will work with multi-person committee chairs to recruit them as volunteers, so that we can team up newer and experienced members. ■

Chapter Secretary Tony Obregon is a Research Analyst at Deloitte & Touche LLP. Minutes were edited for publication.

A word about the calendar...

Calendar publication will begin with the September/October issue. If you have any items you want included, send them to:

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SLA SAN FRANCISCO BAY REGION CHAPTER TREASURER'S REPORT

For the period: 7/1/96 through 6/30/97

Income

Allotment	6,740.00
<i>Bulletin</i> ads	8,098.00
Directory	15.00
Directory ads	345.00
Fundraising	3,150.00
Interest	1,238.12
Jobline	3,700.00
Library tours	196.00
Meetings	14,519.96
Prof development	3,645.00
Total income	41,647.08

Expenses

Answering service	150.00
<i>Bulletin</i>	10,677.93
<i>Bulletin</i> ads	44.40
Director Program	2,771.09
Directory	4,947.40
Hospitality	91.00
Infoline	66.00
Library tours	487.04
Meetings	16,056.19
Networking	283.70
Nominating	66.43
President	729.55
Prof development	2,761.58
Publicity	380.00
Special Pubs.	193.47
Strategic Plan	159.87
Treasurer	25.44
Expenses—Other	0.00

Total expenses 39,891.09

Total income/expense 1,755.99

Transfers

TO Cert. of deposit	10,000.00
FROM Checking acct.	10,000.00

Account balances

Cert. of Deposit	26,425.22
Checking account	25,987.34

Total balance 52,412.56

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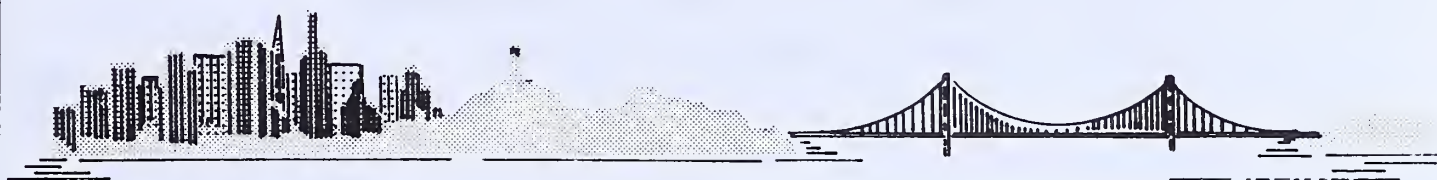
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The Bulletin

of the San Francisco Bay Region Chapter



SPECIAL LIBRARIES ASSOCIATION

SEPT/OCT 1997 • VOL. 68 No. 2

President's Message

from Rita Evans

"Change as Opportunity." Well, it's a nice phrase, but what does it mean in practical terms to special librarians and information managers?

Carol Ginsburg, SLA Fellow and Manager of Library Services at Bankers Trust Company in New York, addressed this topic at a Senior Managers Roundtable in the closing hours of SLA's Annual Conference this year. Carol looked at the changes she's encountered during the past couple of years and had some interesting observations.

More end-user searching and increasingly sophisticated desktop products have brought about a big change in her organization, but not a decrease in research requests. Instead, the library staff finds that they've been freed from the drudgery of routine questions, and now can apply their expertise to more complex and interesting ones. Long-term, this should engender greater respect and compensation for information specialists' unique skills.

Isn't that a different reaction from the cries of horror so many of us uttered when we first thought about users doing their own searching?

The Internet has changed things, too. When overly optimistic users assumed that now "Everything's on the Net," a lot of them figured that the professional services of their organizations' libraries were no longer needed. What a rude shock they got! Carol said that her staff's skills were seen in a different light by those who found looking for information on the Web to be daunting and frustrating. We are in a unique position to adapt our specialized skills to this new resource, which has shifted quickly from being a novelty to being one more tool in our box.

Continued on page 10

Inside...

- The "devaluation of information language", Soapbox, page 5, by **Sharon Modrick**.
- A journal of his peers, NetTalk guest editor **Terry Huwe** offers his selections, page 11.
- Welcome to SIMS students: **Elyse Eisner** recalls the UCB student SLA chapter, page 15.
- Web-based delivery trends: **Leslie Fisher's** report from the Seattle exhibits, page 16.

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Special Libraries
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San Francisco Bay Region Chapter Bulletin

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From the editor's desktop...

Thinking about the new SIMS students, made me look back on my days at what we then (remember, this was only 1990) called 'library school'. I loved all of it (well, Pascal was a stretch)—the South Hall staircase, the computer lab, the various campus libraries, the search assignments (be it the NUC or BRS), and, most of all, I loved my instructors and classmates, many of whom are still close friends.

In the case of the instructors, it was not just their expertise and practical intelligence that was impressive; they were also unfailingly helpful and generous with their time and support.

As classmates we always worked in teams or helped each other with assignments. We never considered not sharing a source or a line of code; in fact the first thing we wanted to do was let someone else know what we'd figured out.

For me this impulse to share is the hallmark of our profession. I could fill up a year's worth of Bulletins with examples of all the times a phone call to a colleague has gotten me out of a reference jam.

In this *Bulletin* there are some excellent observations on information access and delivery, 1997 style. But as we apply systems management terminology to the i-word, it's easy to overlook the obvious: information originates in the minds of human beings. And most people, unless they are protecting a trade or competitive secret, like to share what they know. How else to account for the vast amount of valuable *free* information on the Internet, notwithstanding the equally vast amount of speculation on its commercialization and/or commercial possibilities.

My trusty two volume 1951 Webster's unabridged gives as the first definition of "inform":

To animate; to give form or shape to; to give life to.

We give life to information—make it "informative"—when we put it to work for our clients, when we use it to solve a problem. No matter how sophisticated the storage and retrieval or the access and delivery mechanisms, our concern with them is basic: we want to be able to find and distribute this information, we want to share it.

Bulletin copy deadlines:

November/December issue	October 1
January/February issue	November 24
March/April issue	February 3
May/June issue	April 1

Submit copy in an email message to ellah@sfpl.lib.ca.us. If you send as an attached file, send to ellah@ix.netcom.com. Please keep formatting to a minimum. I work in Word for Windows, or I will accept files in ASCII text. Accompanying disk or printout may be sent to Ella Hirst, 5819 Patton St., Oakland CA. 94618-1624. Tel.: 415-557-4481; fax: 415-557-4475. Unless the author's permission is expressly denied, submissions may appear on the San Francisco Bay Region Chapter's home page at <http://www.sims.berkeley.edu/sfsla>.

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Soapbox

by Sharon Modrick

As I've read the library/information, computer, and business literature over the past year or so, I've gradually identified a phenomenon that I've now characterized as the "devaluing of information language". It isn't a trend, it is a *fait accompli*, and one that to me has disturbing implications for the domain in which I, and most of you, work everyday.

Ten years ago, as I read the then current literature (okay, so now you know for sure I'm not a twenty-something), I was dismayed by the lack of discussion about the role of information—its management and integration—as one of the solutions for real-world problems and endeavors. It seemed hardly possible that I was the only one thinking about these issues. I distinctly remember the first article I read which described a data>information>knowledge continuum; how pleased I was that someone had articulated the concept in

what was to me, at least, a meaningful way, and how eager I was to share it with others.

Today I could pick up the latest issue of Duck Decoy Newsletter and find at least one article on knowledge management of my duck decoy resources along with numerous ads touting products and services to help me do just that. (Down!! all you duck decoy enthusiasts out there...no quacking emails, please.)

Having become as ubiquitous as now over-worked business terms such as *reengineering* and *core competencies*, the terms of the information domain—phrases like "knowledge management", "strategic information", and "intellectual capital"—are thrown around daily by millions of people meaning different things (if they have a real concept at all).

Much of this exponential growth is the result of massive efforts to grab a piece of the "information pie"; and it has a lot more to do with the creation of wealth via the introduction of information products and services than it does with information/knowledge management as intrinsically valuable tools for accomplishing goals.

continued on page 6

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Soapbox continued from page 5

Once such vocabulary is so widely adopted by so many people in settings in which the words clearly cannot have the same meaning, the terms really cease to be meaningful.

So in less than ten years we have gone from a state in which we information professionals were rarely deemed to be even part of the picture, to being in the midst of a veritable feeding frenzy of purported information expertise. The good news is that this change has raised the information awareness of society, and this end could probably not have been accomplished with such speed in other ways. The bad news is that it is significantly more difficult to differentiate value from hype, because we're all using the same language.

I think most SLAers chose their profession because of a strong belief in the value of information as a tool (I hope it wasn't the wealth and glamor!), and we are certainly not the only information professionals in that camp. But much of what people see going on in the information arena today is the marketing of transactional information commodities touted as information solutions. It's not that many of these products and services are valueless, but that true information solutions don't come in a 7" x 10" shrink-wrapped box for \$129.95.

So our challenge is to sell information solutions which add value in an environment in which our language has become debased and is more often associated with the \$129.95 competition. The commodity sellers are glitzier than we are. And richer. They have more sex appeal (at least from an information standpoint). And it's a lot easier to make a \$129.95 decision than one costing thousands of dollars.

What strategies can we devise to communicate effectively in these times? It's clear that being the mandated provider is not an effective strategy; communism as implemented is probably the extreme example of that course. Nor do I think we can afford to take the "holier than thou" route, which is basically a defensive strategy based on self-righteousness.

Perhaps we can start by refining and developing our own vocabulary; perhaps we can

focus more effectively on the practical benefits of using information tools, rather than on the glitz and glamor of the tools themselves. Whatever course we pursue, it must offer users concrete solutions, and it must target the end results more than the means for getting there.

I also think that we must be prepared to handle another possible outcome of this information explosion. What if, as with reengineering, total quality management, and the stock market, it all blows up on us? In five years will we be reading articles like:

"Why Knowledge Management Doesn't Work In American Corporations", "How Information Management Saps the Lifeblood of Product Development", or "How Investment in Information Technology Has Robbed Our Students of Their Educational Due"?

Will it be a "been there, done that" information world? I'd like to think that scenario is too far-fetched, but I'm not counting it out yet.

Sharon Modrick is a Senior Technical Analyst at Chevron Research & Technology, Richmond.

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MEMBER, SLA

Past-President's Message

As President of the Chapter last year, I had one of the easier jobs—appoint committee chairs (with their approval, of course) to positions on the Advisory Council, who in turn assemble their committees. The committees do all the work, the President gets the credit. I want to thank all of those who were on the Executive Board or the Advisory Council and worked so hard to make the year rewarding and fun.

—Linda Vida-Sonnen

Past-President, **Diane Rosenberger**, was always available to provide cogent advice when needed. **Marie McKenzie**, Program Director, and **Alice Sullivan**, Hospitality Chair, and their respective committees were successful in arranging nine excellent programs, including the experimental hors d'oeuvres and neighborhood meetings. I want to thank **Bill Van Niekerken**, who just completed a two year term as Treasurer, and Secretary **Tony Obregon** for handling their duties so efficiently.

There are many people involved in writing the *Bulletin*, but editor **Jeanne Fong** deserves accolades for producing an excellent publication these past two years. As Advertising Chair **Barbara Glendenning** solicited ads for the *Bulletin*, and helped increase the chapter's cash reserves. Fundraising Co-Chairs, **Maggie O'Brien** and **Karin Zilla** did an outstanding job in recruiting sponsors for our dinner meetings. **Mary Ann Mahoney** and **Debbie Jan**, as co-chairs of Professional Development, arranged two excellent workshops and one videoconference. **Marlene Vogelsang** and her committee arranged many interesting tours.

Last year we produced a combined directory with the San Andreas Chapter after a two year hiatus. **Debbie Jan** was instrumental in accomplishing this task. **Richard Geiger** and committee updated the Chapter's three year strategic plan; and this year **Terry Dean**, head of the Special Publications Committee, will complete indexing all past issues of the *Bulletin*. **Terry Huwe**, formerly head of the Publicity

Committee (now Web Committee), will continue managing and maintaining the Chapter's home page.

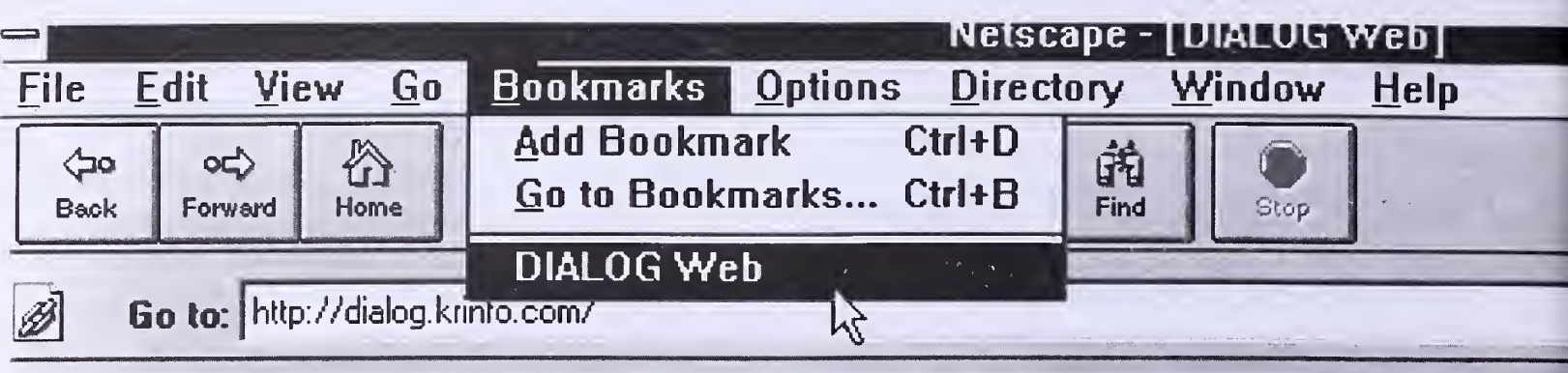
The Jobline is an essential service that our chapter provides its members. Many thanks to **Kristi Wessenberg** and **Nyra Krstovich** for their efforts in updating it every week; and thanks to **Mark Mackler** for maintaining the Infoline.

There are several other one person committees that are instrumental to keeping the Chapter informed and functioning: **Chris Orr**, Academic Relations; **Joan Galvez**, Affirmative Action; **Diane Fortner**, Archives; **Terry Richards**, Consultation; **Diane Gamlowski**, Government Relations; **Joellen Christiansen**, International Relations; **Jackie Grossman**, Mailing; and **Angie Brunton**, Networking—all deserve much praise.

Beth Edelstein, who chaired the Nominating Committee, merits special mention for the excellent slate of candidates. And of course, **Rita Evans**, as Membership Chair, deserves many thanks for her numerous contributions.

The year ended in great style, with the SF Chapter hosting the California reception in Seattle. I want to thank Infotrieve for generously sponsoring the food at this event; we had a great turnout!

Past-President Linda Vida-Sonnen is Head Librarian at the Water Resources Center Archives, UC Berkeley.



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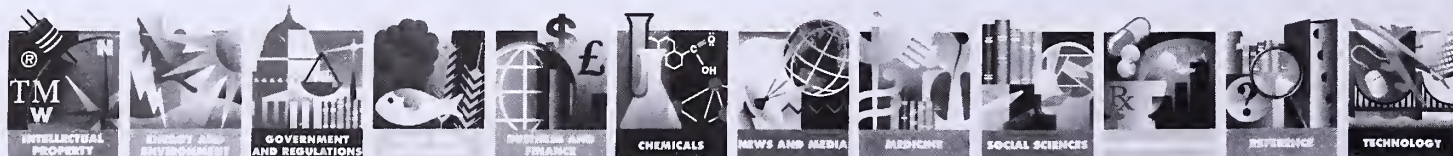
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Kaleidoscope

by *Cris Campbell & Richard Geiger*

It's been a pretty quiet summer on the gossip front, but we've managed to find out about some interesting job changes. No one has volunteered any stories of exotic vacations or other more frivolous fare, but maybe we can find out about those at the September meeting. Members, don't forget to send us your news!

News from the San Francisco Public Library front. Our fearless editor **Ella Hirst** has changed positions. She has moved to the Government Information Center where she will be responsible for the Patent and Trademark Depository Library. She will also be doing government information reference. Ella tells us that it's a "fun group" and the view is definitely better.

Phoebe Adams has left SFPL to become the Director of the Foundation Center's San Francisco office. You can reach her at 415-397-0903.

Civic Center lunch adventures...**Claudia Fenelon** is now working with **Robert Burke** at the CSAA library. If there are any librarians in the Civic Center neighborhood who want to meet for offbeat eats and collegial conversation, give Claudia a call at 415-565-3492; email: claudia_fenelon@csaa.com. Sounds like a pretty swell invitation!

Need a subpoena delivered? **Elaine Cant** is the new Northern California Director of Operations for COMPEX Legal Services. She's putting her management skills to work running an office which handles all manner of legal services. Her new phone is: 800-4COMPEX or 510-986-1195.

Over to the "dark side"...that's how **Lynne Bidwell's** former colleagues at Apple described Lynne's taking a new position at the Microsoft Library. (This was before the new Apple/Microsoft collaboration was announced, of course!) Lynne writes that she is very happily ensconced as a researcher for the Corporate Sales Group and is getting lots of good training on Dow Jones News Retrieval, etc. Her new home is

in an apartment complex within a 10 minute walk through the beautifully landscaped Microsoft campus. (Better get those rain boots ready for action, Lynne!) You can reach her at 425-703-8930 (email lynnebi@microsoft.com).

A tuition-free nine months at Stanford? **Alison Head**, Director of Information Management at the Santa Rosa Press Democrat, spent the last school year as a visiting scholar in Symbolic Systems. This department, specializing in computer interface design and useability, is famous for producing the founders of Yahoo. Alison is now designing a new course in human-computer interaction for the SJSU School of Library and Information Science.

As we mentioned in our last column, **Kurt Shuck** from Arthur Andersen is a Critical Mass bicycle enthusiast. He was at the scene of the crime in the July ride. After heading down the Embarcadero and up Mission, the leaders took a detour over to Market. As the horde blocked the cross streets, Kurt retreated to his Civic Center rooftop aerie. He watched in amazement as two groups simultaneously jammed Polk and Van Ness. With the traffic bottled up downtown, we South of Market had the easiest Friday commute in years!

Keep those cards and letters (and emails) coming..

*Cris Campbell, ccampbel@library.berkeley.edu,
is Assistant Head Librarian
at the UC Berkeley Public Health Library
and Richard Geiger, geigerr@sfgate.com,
is Library Director at the San Francisco Chronicle.*

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President's Message continued from page 1

A library move brought another change. Instead of being physically isolated from their customers and interacting by phone or email, Carol's staff was suddenly face to face with clients who could drop in any time. A customer service refresher helped staff cope with the change, and put a very positive slant on the new arrangement. Now they have new opportunities to exchange information and ideas with customers.

How many of us have taken this approach: to make the effort to find that silver lining? Opportunities can present themselves in even the most mundane situations.

I can be a real creature of habit. After living in the same cubicle for the past eleven and a half years, I didn't relish the prospect of spending three months earlier this year

occupying two different temporary cubicles in other parts of our building. Sure, it was a hassle. The files or book I needed were *always* buried at the bottom of a packing box. But it gave me plenty of opportunities for chance interactions with two of our engineering groups, and from that I gained a better awareness of the frustrations and problems they encounter everyday. Some of our newer engineers now find me more "approachable".

The rapid pace of change isn't doing anything for our comfort level; but then, maybe we're not supposed to be comfortable. We're smart, we're talented, we're creative and we're experienced. We can make change work for us.

Chapter President Rita Evans is Information Resources Manager at Dolby Laboratories in San Francisco, where she manages the company's Web site and technical library.

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THE LEADER IN INTEGRATED INFORMATION MANAGEMENT

NetTalk

.....

NetTalk Editor's Note: This issue's column focuses on the Internet's impact on the speed with which information can be disseminated in the world of academia. A big thank you goes to Terry Huwe for producing this insightful piece in the very short time allotted him. I'm still looking for future guest columnists or ideas for subjects that should be addressed in this forum. I can be reached at tdewolf@ix.netcom.com or 415-774-2454.

—Tim DeWolf

Peer-Reviewed Internet Journals Come of Age

by Terry Huwe

Anyone following the debate about the impact of digital media on scholarly communications will know that there are serious problems facing the time-honored traditions of academic publishing. The foremost, subscription cost, is a matter of national crisis for libraries. Timeliness is another serious problem: it can take nine months from the day a manuscript is accepted until the day it appears in print.

The Internet offers some new solutions, and also some new problems. The solutions are tantalizing. For example, faculty review boards can exchange notes, make decisions, receive manuscript corrections, and finalize papers using the network. This can save up to eighty percent of the time it takes to ship a print edition. Then, an article appears which can instantaneously influence the course of research that is currently underway. This ramping up of information exchange is causing scientists to sit up and take notice. It's also triggering innovative partnerships among all types of specialists. Archaeologists and computer scientists are one very good example (more on this below).

On the down side, the ephemeral nature of digital media raises concerns about its veracity and reliability. Since most digital files can be downloaded, edited and re-posted elsewhere with erroneous, satirical or malicious information—remember Pierre Salinger and TWA Flight 800?—this is a serious problem. The only obvious solution is to emphasize a rigorous review policy and recruit editorial board members with sterling professional reputations.

Web Picks

For a quick look-see at the high quality of recent peer-reviewed Internet journals, point your browser at *First Monday* (<http://www.firstmonday.dk>). I cite this journal for UC Berkeley's *Current Cites* (<http://sunsite.berkeley.edu/CurrentCites>), and I find it simply fascinating.

continued on page 12

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For example, "A New Media Tells Different Stories" (http://www.firstmonday.dk/issues/issue2_4/index.html), a recent article by New York Times contributor Bruno Guissani, is an excellent critique of how to share news on the Web—from a journalist's viewpoint. In the same issue (http://www.firstmonday.dk/issues/issue2_4/goldhaber/index.html), Michael Goldhaber argues that on the Web

"The real economic determinant is people's attention, not how many 'bits' a site registers."

Jacobs and Holland explore how online information is revolutionizing archaeology in issue no. 6 (http://www.firstmonday.dk/issues/issue2_6/). By digging up old stuff, digitizing images of it, and putting it on the Internet, archaeologists at remote digs share the latest news, and receive instantaneous feedback from knowledgeable colleagues worldwide.

Digital Libraries Magazine is another "fave" of mine. Dominated by computer scientists for the most part (along with the Library of Congress and NSF digital library grant recipients), this peer-reviewed journal reveals a glimpse of systems

architecture to come. You might want to read it critically, and ask yourself, "Where am I in this picture?" If you don't see yourself, maybe you should consider contributing an article!

A great overview of LC's prototype digital library architecture was published in the February 1997 issue by William Y. Arms. It's titled "An Architecture for Information in Digital Libraries" (<http://www.dlib.org/dlib/february97/cnri/02arms1.html>).

The Getty Information Institute (<http://www.gii.getty.edu/gii>) publishes a wide array of "think" pieces about the role of information in the arts, humanities and education. This program evolved out of the former Getty Art History Information Project, and has become more formal. The scholarship is first rate.

These are just a few of the peer-reviewed offerings the on the Net. They're all germane to the library field and demonstrate how the speed of scholarly communications is accelerating. However, quality, longevity, and cost-sharing are far from settled, and may not be for some time.

Terence K. Huwe, thuwe@library.berkeley.edu, is Director of Library and Information Resources, at the Institute of Industrial Relations, UC Berkeley.

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Professional Achievement Award: Terry Dean named Chapter MVP

Terry Dean, Access Services Librarian at U.C. Berkeley's Institute of Governmental Studies, is this year's recipient of the Chapter Award for Professional Achievement. The award will be presented October 15 at the Chapter dinner meeting.

Terry has been a member of SLA since 1973, shortly after she began working at the IGS library. She became active early on, and in 1978-1980 joined the Executive Board as Chapter Secretary. She served as Co-Chair of the Joint SF/San Andreas Education Committee (now Professional Development Committee) in 1981-82, and returned to the Board for two years as Director, from 1985-1987. After taking only a year off, she became President-Elect and assumed responsibility for the Chapter Directory. From 1989-1991 she served as Chapter President and Past-President.

At the Association level, she was Chair of the Social Science Division in 1991-1992, and in 1997 she headed the Nominating Committee.

Not willing to rest on her laurels, Terry continues to work for our Chapter. Two years ago she suggested we form a Special Publications Committee to index the Chapter *Bulletin*. Then she followed up on the suggestion by offering to head the committee.

When told she was this year's award winner, Terry expressed delight—likening herself to Tony Gwynn who says that he can't believe he gets paid to play baseball—it's just something he loves to do.

All of us owe Terry heartfelt thanks for all that she has contributed, both to our Chapter and to special librarians throughout the Bay Area.

—Diane Rosenberger

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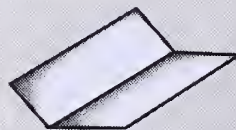
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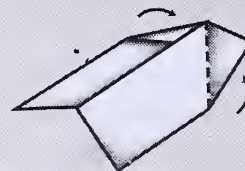
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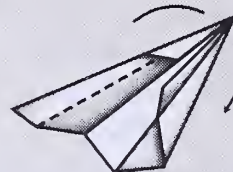
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From SLIS to SIMS

recollections of the first UC Berkeley SLA Student Chapter and welcome to the Class of '99

by *Elyse Eisner, Features Editor*

Library automation consultant Sara Crew-Noble first heard about the Special Libraries Association 10 years ago, when a recent library school graduate told her about the student SLA chapter at her East Coast school. Sara was surprised to discover that such an organization even existed; and she researched what steps to take to start an SLA student chapter at UC Berkeley. Along with fellow SLIS student Brian Lym, Sara formed a committee and found a faculty sponsor for the fledgling student group. The SF Bay Region Chapter held a reception for students to help publicize the new group, and the UC Berkeley Student SLA Chapter was off and running.

"Don't ever be afraid of the jargon."

Brian Lym became the first president of the student chapter in 1988. Brian found SLA members to be creative and entrepreneurial, and he remembers the student reception as a useful networking opportunity that attracted many classmates. In his own case SLA membership has provided many valuable professional contacts. Brian has been a librarian with the California Academy of Sciences and the US Forest Service; he recently left the Strybing Arboretum Library to begin a new position at Contra Costa College.

1991 Student Chapter President Chris Orr recalls, "One of the best parts of SLA student involvement was a panel discussion held at the school with four librarians who worked in very different settings. This really opened my eyes about the variety of ways our library education could be applied in the 'real world'. Chris

started her postgraduate career at the San Francisco Chronicle Library, and now manages digital images for Addison-Wesley Publishing.

On-campus student receptions and meetings were Christine Harris' introduction to the larger SF Bay Region Chapter. Christine, now a librarian at the Metropolitan Transportation Commission/Association of Bay Area Governments (MTC/ABAG) library, found that getting to know members through the student chapter made connecting with them at regular dinner meetings much less intimidating.

Robert Burke describes himself as being somewhat wary of professional associations, but he joined the student group in 1991 at the urging of a classmate. He took to heart what professional librarians said at student chapter meetings: in particular Pat Lawrence's admonition, "Don't ever be afraid of the jargon", and Reva Basch's comments that librarianship is a business. Immediately after graduation, Robert began work as a solo librarian at the California State Automobile Association, and he has found his SLA connection to be a lifeline: "SLA offers an incredible wealth of experience, and people are very accessible."

Clearly the UC Berkeley Student Chapter has benefitted its own members; it has also contributed to the SF Bay Region Chapter and the Bay Area library community. Moreover, many student members go on to become active chapter members, thereby creating an indispensable network of experienced colleagues.

We welcome the new SIMS students, the next wave of Bay Area special librarians.

Elyse Eisner, eisner@tdl.com, is Library Services Manager for the Northern California branch of Advanced Information Consultants.

Report from Seattle II

SLA96 saw the unveiling of Web-based, graphical user interface alternatives to the traditionally exacting, text-only, command-driven access to commercial databases.

Here's how one chapter member used SLA97 as an opportunity to research the trend—and to communicate her concerns to vendors.

by Leslie Fisher

My goal at this year's SLA conference was to become thoroughly familiar with the Web-based trends in information storage, retrieval, and delivery that made their first appearance at SLA96. With the advent of the commercial Internet, the ever increasing sophistication of desktop applications, and booming user expectations, the this year's model had clearly arrived. I spent a good part of each day at the exhibits, asking vendors: "What are your access mechanisms?" "What are your pricing structures?"

Among long-lived commercial services such as The Big Three—Dow Jones, Knight-Ridder, LEXIS/NEXIS—there has been some migration to the Internet for access and distribution, but service is still based on traditional scale and cost models.

Smaller vendors have been quicker to join the revolution in product design, leveraging themselves some very powerful marketing, and creating for us a new competition among information providers. Because of this competition, I had been eagerly anticipating the demise of those old models. Indeed, at this year's conference, some of the Big Three were beginning to roll out their versions of the Web-based model, with innovative pricing options to match.

FROM MIDDLEMAN TO GENERATOR

One key factor in the revolution is the shift from provider as middleman to provider at the generator level. In the early days of commercial, dial-up online services, the

technology conspired to limit access to those who could pay for very pricey proprietary systems or to Big Three type jobbers. By collecting diverse sets of information from many different sources into an access site with a uniform front-end, the large commercial vendors provided an invaluable service to the searcher and user community.

Under this model users who cultivated a basic set of search skills could retrieve great amounts of data and information, and a searcher willing to specialize and perfect search skills for particular data sets could mine and deliver sophisticated information packages. The option of one-stop shopping allowed economies of scale, and (I believe) supported the advance of the 'information age.'

THE EVER-EXPANDING USER BASE

Now that the technology has enabled Web-based information delivery, many end-users have the tools and the skills to do their own information retrieval. This massive

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expansion of a user-base (a cross between technological innovation and user perception and expectations) creates a marketplace for the generators to once again participate in the brokering of information. I believe this should result in lower unit costs and in greater access for a broader user population.

Here's how I see the key issues at stake in this development:

1. How are the providers scaling information dissemination?
2. How are they charging?
3. What internal management functions are being built into the services?
4. How does the interface work?
5. What innovations in interface design are coming forward?
6. What service options accompany the data and data interface?

The first three questions were the ones I sought answers to while cruising the exhibits at SLA97.

SUBSCRIPTION VS. TRANSACTION

The two major models for scaling are subscription and transaction. A subscription model provider offers open access at flat-rate pricing; or flat-rate access to a basic level of information, with layers of transaction-based pricing added on. The transaction model is literally pay-as-you-go (by credit card), or uses transaction debits against a deposit account.

These models, while not in and of themselves innovative, when applied to the new environment of corporate-wide desktop access and GUI interfaces, allow providers to offer more cost-effective opportunities to both very small and very large businesses.

continued on the following page

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Seattle report continued from page 17

The large enterprise—by purchasing flat-rate accounts and thereby delivering access to widely dispersed user groups—is now able to satisfy more people for lower direct costs and less administrative overhead.

Small enterprises are at less of an advantage, since flat-rates have traditionally been scaled too high for them. However, the low cost subscription-based model, with add-on transaction access, can work in small organizations as well.

For the smaller enterprise, the creative use of transaction-based access is becoming more and more attractive. Developers of these tools are able to provide innovative mechanisms for on-site management and control of corporate-wide access. In some services, a system administrator must approve or finalize charges; in others, users can be limited to set purchase amounts (either by log-in event or by some time interval). And, in most services, costs are displayed before they are incurred—a useful deterrent to casual retrieval.

OLD PRICING MODELS DIE HARD

Almost all providers I spoke with at SLA97 were able to offer service contracts using some selection of these options. The disappointment was that so many were still tied down to a single flat-rate system—mostly those companies that have traditionally dealt with very large academic institutions or corporations. As one of the vendors we use here at Technology Funding assured me: once you have the mechanism in place for large-enterprise users, it is a *simple step* to offer those services to smaller enterprises.

I believe that the oversight of those providers who are *not* currently offering creative scaling, whether it be due to lack of vision or to administrative limitation, can be surmounted, and that we in SLA can play a key role in that process. In my dialogues with exhibitors I was a strong advocate for broadening the access scales, and for more and more creative and open pricing structures.

ANALYSTS, TRAINERS, ADVOCATES

The role of the information/research analyst is changing as rapidly as the changes in information access. We have always thought of ourselves as analysts of information industry trends. Along with this critical role, we have taken on even more responsibility as end-user trainers and as promoters of information tools and resources.

And now, during this time of rapidly changing tools and delivery models, we need to be advocates representing our constituencies to vendors and generators. I really enjoyed taking on this role at SLA97. Aside from the intrinsic rewards of the role itself—being analyst, trainer, advocate—I found interacting with the exhibitors fascinating. I think of it as being a window: through my inquiries to providers I am able to see where the channels of change are; through my pointed questions and the feedback I bring from users, I am able to be a window through which innovative providers see opportunities.

*Leslie Fisher is Manager of Investment Research
Technology Funding, San Mateo
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Committee news

Same Old Name, Exciting New Role: the publicity committee in transformation

Many professional groups organize charitable activities for their members, ranging from simple drives to collect goods for donation to formal balls. The Publicity Committee is exploring this option for our own chapter. I see it as a chance to do good works without the big time commitment that often stops us from doing anything. At the same time, it exposes SLA to groups who are not likely to have heard of us and who are not aware of what special librarians do, or even that such a career exists.

Our first 'test' case is already at hand. We were recently contacted by the Low Income Housing Fund, a non-profit organization which provides financing to developers of housing projects for very low income populations. In need of someone to organize their 'information center', but unable to pay for staff, they were directed to us by Alumnae Resources. I met with them, and they are ecstatic to have our help.

.....

By the time you read this, I hope to have organized a few other SF Bay Chapter members for what is at most a couple afternoons of work—primarily weeding, reorganizing, and making a shelf list. If you are interested in helping with this project, and have some time on a weekday, please contact me.

For future projects, I would like your help in identifying organizations that may need our professional expertise or any other kind of assistance; and I'd like your ideas about what form that assistance might take. For instance, one idea I have is a children's book drive for a women's shelter or other facility where there may be children in need. Does anyone know of such a place? I would like to hear from anyone who knows of a group(s) that could use our help.

*New Publicity Chair Cynthia Bennington
is with Keyser Marston Associates, San Francisco
keyser@ix.netcom.com / 415-398-3050*

The Millennium is now!

report from the Networking Committee

Librarians in California are preparing now for the millennium, even though it is several years away. A coalition of presidents and networking people from library organizations across California is planning a conference for March or April 1999, to be held in either Los Angeles or San Francisco. The coalition has drawn up a tentative program, with the theme of "Knowledge Century" reflected in the title.

The coalition is seeking funding from the various library groups through formal memberships. A group our size would pay \$500 per year for two years and would be entitled to: have a representative on the conference steering committee; receive all mailings on the project; be listed in the final program; and send two participants to the conference. Attendance at the conference, which is limited to 250 delegates, is by invitation only.

—Angie Brunton

Committee reports continue on page 22.

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Calendar

SEPTEMBER

8 Distance Learning Courses.

SLA & Pace University offer three new interactive courses on creating Web sites and using HTML. Sept. 8–Oct. 12. For info: 202-234-4700 or valerie@sla.org.

11 SF Bay Region Chapter

Dinner Meeting. Gabbiano's, San Francisco. Erika Pardo speaks on "Effective Negotiation in Business. Contact: Maggie O'Brien, 415-965-7799.

11-12 Intranet For Knowledge

Management. San Jose Hilton. To register: 1-800-814-3460.

15-17 Online World Confer-

ence & Expo. Washington D.C. To register: 1-800-248-8466 or <http://www.onlineinc.com/olworld>

18 San Jose State University

School of Library & Information Science. Reception to welcome new director, Dr. Blanche Woolls, to the Bay Area. 7:00 pm, Room 614 Walquist Library North. Contact: Dr. Linda Main, lmain@wahoo.sjsu.edu. see also: page 23.

OCTOBER

15 SF Bay Region Chapter

Dinner Meeting. Professional Achievement award presentation. UC Berkeley Faculty Club.

16 Giving Users What They

Want/Need. Distance learning program sponsored by SLA and Knight-Ridder. Thursday, 10–1. For registration call Valerie Taylor, 202-234-4700 x617, or valerie@sla.org. For information on UC Berkeley site, contact Terry Dean, tdean@library.berkeley.edu.

17 "Pushing with Intelligence: What's the promise of push?

What's intelligent about agents?" sponsored by the San Andreas Professional Development Committee. 8am - 1pm, Cell Genesys, Foster City. Further details in the enclosed flyer. Contact: Karen Rietz 415-621-7943 or Anna Mancini, amm@apple.com.

ONGOING EVENTS

& CLASSES

UC Berkeley Extension Classes in Library and Information Studies.

Information: 415-323-8141; 510-642-3706. Online course information: 510-642-4124/8245. askcmil@aol.com

Note: tuition for all classes includes computer use, connect time and passwords.

Information Futures: Thriving in the Electronic Age. Institute for librarians and other information professionals offered free of charge to qualifying participants. September 7–10, in San Francisco and Berkeley. Contact: Lynne Rowley, 510-642-3778.

Copy Cataloging

Celia Bakke, M.L.S., Head of the Cataloging Department, Clark Library, San Jose State University. Menlo Park: Thurs., Oct. 23: 9:30–4:30 Main Room, Masonic Hall, 651 Roble Ave. \$125. EDP 021733

Online Searching and Electronic Research.

Section 1: San Francisco Rosemarie E. Falanga, M.L.S., Director of Library and Information Resources, Exploratorium. 10 Monday evenings, Sept. 15–Nov. 17, 6:30–9:30. Computer Lab 4, UC Extension Downtown, 150 Fourth St., Sixth Floor. \$495. EDP 021642

Section 2: Online

Deborah Susan Hunt, M.L.I.S., Internet Resource Specialist, Exploratorium; faculty, Diablo Valley College; owner, Information Edge. Enroll anytime. America Online account required. 14 sessions. \$375. EDP 017178

The Internet: A

Step-by-Step Approach.

Section 1: Fremont Mark Butler, M.L.I.S., doctoral student, School of Information Management and Systems, UC Berkeley. 10 Wednesday evenings, Sept. 17–Nov. 19, 6:30–9:30, Room 2, Fremont Center, 47655B Warm Springs Blvd. \$525. EDP 021261

Section 2: San Francisco
 Maria Garrido, M.L.S.,
 Electronic Access Coordinator
 and Reference Librarian at San
 Francisco State University Library.
 garrido@sfsu.edu

10 Tuesday evenings, Sept. 30–
 Dec. 2, 6:30–9:30. Room 16,
 UC Extension Downtown, 150
 Fourth St., Sixth Floor. \$525.
 EDP 021717

Using the Internet Part 1: Introduction and Getting Connected.

Preparation for
 Using the Internet Parts 2-7.

Section 1: Fremont
 Michael Levy, M.L.I.S., Electronic
 Services Librarian, Boalt Hall
 Library, UC Berkeley.
 levym@boalt.berkeley.edu
 Sat., Sept. 13, 9:30–12:30 .
 Room 1, Fremont Center,
 47655B Warm Springs Blvd.
 \$95. EDP021675

Section 2: San Francisco
 Beverly Duval, M.A., M.L.S.,
 Adjunct Professor, Computer
 Science, and Reference Librarian
 at Sierra College, Rocklin.
 duval@ix.netcom.com
 Sat., Sept. 20, 9:30–12:30.
 Computer Lab 2, UC Extension
 Downtown, 150 Fourth St.,
 Sixth Floor. \$95. EDP 021048

Using the Internet Part 2: Electronic Mail.

Prerequisite: Using the Internet
 Part 1 or equivalent.

Section 1: Fremont
 Michael Levy, M.L.I.S.
 Sat., Sept. 13, 1:30–5:30.
 Room 6, Fremont Center,
 47655B Warm Springs Blvd.
 \$150. EDP 021683

Section 2: San Francisco
 Beverly Duval, M.A., M.L.S.

Sat., Sept. 20: 1:30–5:30.
 Computer Lab 2, UC Extension
 Downtown, 150 Fourth St., Sixth
 Floor. \$150. EDP 021055

Using the Internet Part 3: Internet Tools .

Prerequisite: Using the Internet,
 Part 1, and prior experience.

Section 1: Fremont
 Natalie Munn, M.A., M.L.I.S.,
 programmer, Museum Informatics
 Project, UC Berkeley.
 nkmunn@socrates.berkeley.edu
 Thurs., Sept. 18, 9:30–4:30.
 Room 6, Fremont Center,
 47655B Warm Springs Blvd.
 \$230. EDP 021105

Section 2: San Francisco
 Beverly Duval, M.A., M.L.S.
 Sat., Oct. 4, 9:30–4:30.
 Computer Lab 2, UC Extension
 Downtown, 150 Fourth St., Sixth
 Floor, \$230. EDP 021063

Using the Internet Part 4: Search Strategies .

Prerequisite:
 Using the Internet Part 3 or
 equivalent experience.

Section 1: Fremont
 Mark Butler, M.L.I.S.
 Wed., Oct. 15: 9:30–4:30.
 Room 6, Fremont Center,
 47655B Warm Springs Blvd.
 \$230. EDP 021113

Section 2: San Francisco
 Beverly Duval, M.A., M.L.S.
 Sat., Oct. 25, 9:30–4:30.
 Computer Lab, 2, UC Extension
 Downtown, 150 Fourth St.,
 Sixth Floor \$230. EDP 021071

Using the Internet Part 5: Creating Home Pages for the World Wide Web.

Prerequisite:
 Using the Internet Part 4 or
 equivalent experience.

Section 1: Fremont
 Natalie K. Munn, M.A., M.L.I.S.

Wed.–Thurs., Nov. 5–6, 9:30–
 4:30. Room 6, Fremont Center,
 47655B Warm Springs Blvd.
 \$375. EDP 02112

Section 2: San Francisco
 Beverly Duval, M.A., M.L.S.
 Sat.–Sun., Nov. 15–16, 9:30 –
 4:30. Computer Lab 2, UC
 Extension Downtown, 150
 Fourth St., Sixth Floor. \$375.
 EDP 021089

Section 3: San Francisco
 Deborah Susan Hunt, M.L.I.S.
 John James Hogle, M.L.I.S.,
 Learning Studio Facilitator,
 Exploratorium, reference librari-
 an, Santa Clara County Library.
 jhogle@exploratorium.edu
 Sat.–Sun., Oct. 18–19, 9:30–
 4:30. Computer Lab 2, UC
 Extension Downtown, 150
 Fourth St., Sixth Floor. \$375.
 EDP 021097

Using the Internet Part 6: Publishing Information on the World Wide Web.

Technical issues of
 implementation: finding server
 space, integrating WWW
 services, etc. Prerequisite:
 Using the Internet Part 5
 or the equivalent.

Linda Main, Ph.D, Associate
 Professor, School of Library
 and Information Science,
 San Jose State University.
 lmain@wahoo.sjsu.edu

Section 1: Fremont. Thurs.,
 Nov. 13, 9:30–4:30. Room 6,
 Fremont Center, 47655B Warm
 Springs Blvd. \$230. EDP 021139

Section 2: San Francisco. Sat.,
 Nov. 22, 9:30–4:30. Computer
 Lab 2, UC Extension Downtown,
 150 Fourth St., Sixth Floor. \$230.
 EDP 031088

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Calendar

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Using the Internet Part 7: Multimedia on the Web.

Prerequisite: Using the Internet Part 5 or equivalent experience.
Richard Rinehart, BFA, Information Systems Manager, UC Berkeley Art Museum/Pacific Film Archive, Board of Directors, Museum Computer Network.
rinehart@uclink.berkeley.edu
Section 1: Windows
Fremont, Fri. & Sun., Sept. 12, 14, 19, 21, 9:30-4:30. Room 6, Fremont Center, 47655B Warm Springs Blvd. \$575. EDP031195

Section 2: Macintosh
Berkeley, Sat.-Sun., Nov. 8-9, Nov. 22-23, 9:30-4:30.
1525 Tolman Hall, UC Berkeley.
\$575. EDP031203

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10/16: Don DeLillo
11/6: Tina McElroy Ansa
11/6: A.S. Byatt
12/3: Allan Gurganus
12/10: Tobias Wolff

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California library networkers make "Connections" with schools

The Document Delivery Working Group of the Greater Bay Area Library Council (GBALC) is sponsoring "Connections," a pilot project where volunteer "host" libraries deliver articles by fax to participating school and community college libraries in the greater Bay Area. The project's purpose is to determine the demand for this type of information service, and to test the effectiveness of fax as the method of access and delivery. It will run through the 1997-98 academic year.

Participating host libraries agree to fulfill faxed article requests—up to five per week from any one K-14 library. Where possible, host libraries will also provide electronic access to their holdings for verification of potential requests. The GBALC Document Delivery Working Group will oversee the project, and will work directly with the K-14 librarians to refine the process.

Current hosts include libraries at Bodega Marine Laboratory, California Academy of Sciences, Diablo Valley College, Santa Clara University, Sonoma Developmental Center, and UC Santa Cruz.

If you or your library are interested in the project, please come to the next meeting, September 18 2pm, San Francisco Public Library, conference room, 3rd floor.

—Angie Brunton

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San Jose State University School of Library & Information Science Welcomes New Director

The Alumni Association of San Jose State University's School of Library & Information Science invites you to join us on September 18th to welcome the School's new Director, Dr. Blanche Woolls, to the Bay Area.

We are especially pleased to announce that Dr. Fred Roper will also be joining us at the reception. Both Dr. Woolls and Dr. Roper are hoping to meet a wide variety of members of the Bay Area library and information science community at the reception.

Dr. Woolls comes to us from the University of Pittsburgh where she has been Chair of the Department of Library Science. Dr. Woolls is not only well known in this country but is also active in international organizations such as IFLA and IASL. She is a past president of the American Association of School Librarians, and very involved with the ALA Council.

Dr. Roper is the Dean of the College of Library and Information Science at the University of South Carolina, immediate past-president of the Medical Library Association, and fellow of the Special Library Association.

*Thursday, September 18, 7:00 pm
Room 614 Walquist Library North
For more information and directions,
email Dr. Linda Main: lmmain@wahoo.sjsu.edu.*

San Jose SLIS Alumni Association founded

To all alumni of the San Jose State University School of Library and Information Science:

The Alumni Association was recently founded to promote a spirit of fellowship among alumni and to guide and advance the educational interests of the alumni and the School. Dues are \$10 per calendar year or \$100 for lifetime membership.

For more information, <http://witloof.sjsu.edu/people/alumni/alumassoc.html>.

To receive a membership form send email, including snail mail address, to jlfische@ix.netcom.com.

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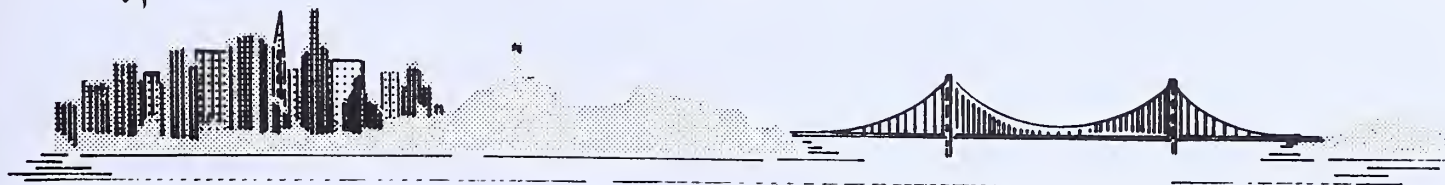
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SPECIAL LIBRARIES ASSOCIATION

NOV/DEC 1997 • VOL. 68 No. 3

President's Message: is SLA changing to meet our needs?

from Rita Evans

How many of us in this room will still want to be members of SLA in five years?

That thought-provoking question was raised at one of the wrap-up sessions at this past SLA Annual Conference. It was prompted by a discussion of how many of us are now more involved with our organizations' Web sites, intranets or information systems than we are with what we used to view as the library or the information center's turf.

So what is our association doing to adapt to these changes and make sure we still will want to be SLA members? I've been a member of SLA for twenty years, and I've seen some major changes in what the organization does, what its priorities are, and how it operates. Most of the changes have improved SLA's effectiveness in delivering services which are valuable to its members.

It wasn't that long ago that trying to obtain information from Headquarters was often a drawn-out, frustrating process. Automation was woefully behind the times, and antiquated systems made locating even something as simple as membership information a big headache.

We started seeing big changes about five years ago. With voicemail and e-mail, communication with staff members was much easier. SLA's Web site has made a huge improvement in access to information. Instead of sending out reams and reams of guidelines and

Continued on page 10

Inside...

- **The Highly Effective Habits of Seven Librarians**, Richard Geiger's Soapbox, page 5.
- NetTalk Editor Tim DeWolf goes **online the road**, page 7.
- **Negotiating with style**, Lenay Milford reports on the September dinner program, page 11.
- **How do you keep your balance** between work and life priorities? asks Elyse Eisner, page 15.

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John O'Neill
Marlene Vogelsang

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From the editor's desktop...

"It's not the heat, it's the humidity," was how we described summer weather in New York City where I grew up. When I talk with colleagues about the stresses of work life or read about how members need to escape from the jobsite, I'm inclined to say, "it's not the work, it's the working conditions."

Most of us love our work. But sadly, organizational bureaucracy, budgetary shortfalls, and (need I continue?)...often prevent us from doing work representative of our skills and standards.

My participation in SLA has been a perfect antidote to such workaday doldrums. Attending programs and conferences, serving on committees — meeting these 'obligations' bridges the gap between work and life (the subject of this issue's feature articles) and eliminates the dichotomy between the personal and the professional.

I became active in SLA out of deference to the career counseling shibboleth, "NETWORK!" Little did I know how I would be rewarded. Where else could I learn to master new technologies, laugh with delightful and intelligent peers, and be given the opportunity to edit a professional newsletter?

Such a deal! And yes, it *does* look good on the resume.

Correction:

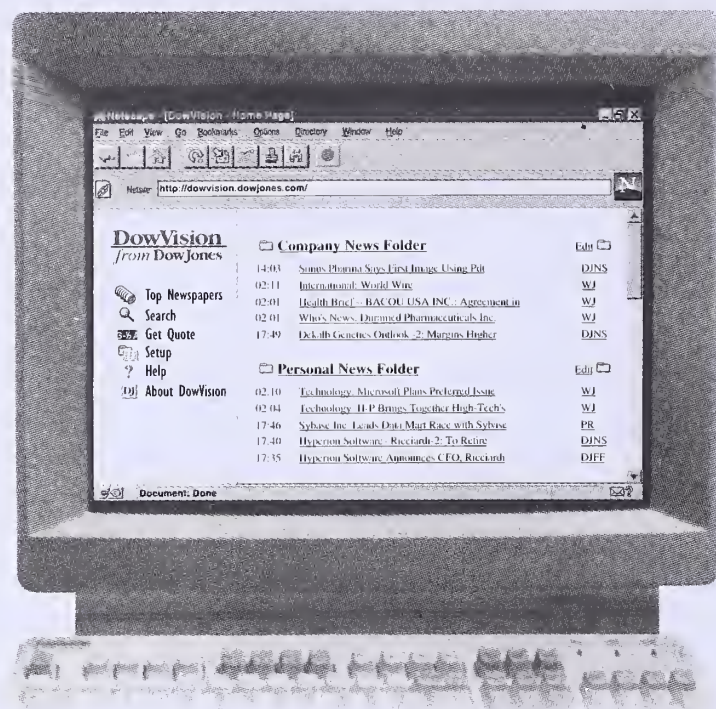
The article "From SLIS to SIMS" in the September/October issue incorrectly implied that Sara Crew-Noble was a UC Berkeley student at the time the student chapter was formed. In fact, at that time Sara was a past president of the SF Bay Region chapter and was serving as Academic Relations chair. The *Bulletin* staff regrets the error.

Bulletin copy deadlines:

January/February issue	November 24
March/April issue	February 3
May/June issue	April 1

Submit copy in an email message to ellah@sfpl.lib.ca.us. If you send as an attached file, send to ellah@ix.netcom.com. Please keep formatting to a minimum. I work in Word for Windows, or I will accept files in ASCII text. Accompanying disk or printout may be sent to Ella Hirst, 5819 Patton St., Oakland CA. 94618-1624. Tel.: 415-557-4481; fax: 415-557-4475. Unless the author's permission is expressly denied, submissions may appear on the San Francisco Bay Region Chapter's home page at <http://www.sims.berkeley.edu/sfsla>.

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Soapbox

by Richard Geiger

This won't be your typical soapbox. I'm not going to skewer some vendor or nail some organizational incompetent. Nope. I'm going to report on some good habits of us librarians in the trenches.

How do we deal with that stress of impossible deadlines, understaffing, and limited resources? Complaining, explaining, lobbying or praying so often does little to change "the scene". Sometimes we need to fall back on those resources inside of us. Do you count to ten? Space out on visions of Hawaii?

Here's the results of polling some of our colleagues on what they do to take stress-relieving breaks from work.

Starting from the top, our President, **Rita Evans**, lives close enough to work that she can actually go home for lunch! She likes nothing more on a pretty day than to sit for 15 minutes in her patio, preferably with cat on lap. At work another strategy Rita uses is to gaze at a favorite photo — a picture of her in Wyoming's Wind River Range in the middle of a hailstorm. The wild scene is gorgeous and so is her smile! It never fails to bring a smile to her face in return.

Tim DeWolf manages to don gym clothes at the office three or four times a week and head off at lunch to play tennis. He plays at a "funky public court in Chinatown" of which he knows "every crack and crevice".

He joked about whether the game itself is that stress *reducing*, since "the guy I play with is a lot better than I am." But, he adds with a further touch of humor, that although he can take a shower at the office after playing, he has to hang up his gym clothes in his office. "The smell gives off a certain ambiance that probably cuts down on the number of visitors

I get." Now *that* sounds like a stress reduction technique!

A number of members report that getting outside, even for a few minutes, is a way to disperse tension. Past-President **Linda Vida-Sonnen** favors that approach, but admits that all too often, she's at her desk right through lunch!

Assistant Program Director **Sara Pedersen** reports the same problem at her new job at the McKenna Group. She has a hard time getting out of the building, let alone getting away from her desk. She infers that her stress relievers must be Diet Coke, candy bars and chips, because the more stressed she gets the more money the vending machines make.

Our Chapter Secretary, **Tony Obregon**, takes a quick surf on the Web for a nice break

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from work. And several other members recommend reading or sending a bit of personal e-mail to take the mind off work.

Humor via e-mail or on Websites is another source of relief from day-to-day stresses. A number of people receive e-mail jokes from time to time. There are too many funny Websites to mention, but here's one aimed at our field: "Lipstick Librarian" at (<http://www.teleport.com/~petlin/liplib/index.html>).

Kristi Wessenberg, our Treasurer, remembers a job in a law firm that was so stressful that her lunch break was her savior. She'd head to the gym and lose herself in dance aerobics. In the environment of loud music with someone else leading the group, concentrating on the moves and breathing, seeing herself and others in the mirrors — she would be transported to another realm.

For myself, I try to get out at lunch every day; those lunches at your desk are not a good idea unless you make sure to get out for a walk too. I also try to make it to "Noontime Concerts" at Old St. Mary's Church in Chinatown once or twice a week. It provides thirty minutes of music, and the walk to and from my building is about twenty minutes each way. I feel like it's a "twofer" — exercise *and* stress-relieving music.

Let me know about other good techniques you use during the workday, geigerr@sfgate.com.

Richard Geiger is Library Director at the San Francisco Chronicle.

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NetTalk

.....

or, How I Surfed My Summer Vacation

by *Tim DeWolf*

This is what happens when your ability to say yes far exceeds your ability to get other people to say yes. Here I am back on the literary assembly line. Worse yet, I've just come back from a three week road trip — 9 states, 4400 miles, 8.7 quadrillion dead bugs on the windshield — only to find amongst my myriad email messages a reminder from the Editor that the *Bulletin* deadline is days away. (Hey, Ella, have we turned this into a weekly?)

Since my ability to get into professional mode is even more curtailed than usual, and since we all have to go on vacation at some point in our careers, I thought I'd talk about Internet experiences on the road.

Before we left, my spousal unit, the lovely and Web-literate **Cristina Campbell**, logged onto the National Park Service Website (<http://www.nps.gov>) and printed off information on all the National Parks along our route. It's a wonderful site, with lots of useful information and colorful write-ups by what must be the locals.

Virtual reality may be cool,
but natural reality is sublime.

Equipped with this advance intelligence and clutching our \$50 Golden Eagle Pass (good for free admission for a year to any National Park), we were able to really enjoy our communally owned national heritage.

This trip was also predicated on mooching off friends and relatives. When we got to Denver, I was able to hear the local KNBR

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broadcasts of the Giants' pennant drive [*ed.note: alas!*] courtesy of brother Paul's access to <http://www.knbn.com> and RealAudio setup.

On to Columbia Falls, Montana, where friend Valerie showed us a number of great air fares available only on the Web. As we discovered, when you're in Montana, you spend a lot of energy figuring out how *not* to be in Montana during the long winter. We were particularly impressed with the Websites of Southwest (<http://www.iflyswa.com/>) and Delta (<http://www.delta-air.com/>).

If you'd like to know more about the impact of the Internet on travel, check out these two articles from the September 30 *San Francisco Chronicle* (<http://www.sfgate.com>), "Booking a Flight on the Internet" & "Travel Agents Lose Ground" (URLs below).

Let us not forget the other Internet protocols that make life easier to live remotely. We

were able to renew our 97,453 hours of Books on Tape by telnetting to the Berkeley Public Library's online catalog. And what would we have done without that lowly, unsung bottom feeder of the Internet family — e-mail? All the advance arrangements, directions to houses we were visiting, etc., could be printed out and referred to whenever we wanted. Lots cheaper and more effective than phone calls.

Truth be told, this vacation was really about driving and hiking through scenery that made our jaws drop and enjoying the company of family, friends and, (especially) each other. My advice to anyone going on vacation is: leave your laptop at home. Virtual reality may be cool, but natural reality is sublime.

*Tim DeWolf, tdewolf@ix.netcom.com,
is Library Manager at BHP Minerals.*

P.S. In a future column, I'd like to explore what our members are doing with regard to developing or publishing their organization's intranet/internet sites. Any thoughts, anecdotes, etc. would be greatly appreciated.

DIRECTORY UPDATE & NEWS

The chapter e-mail reflector is now up and running. Announcements of dinner meetings, programs, and other chapter-related items are distributed through this reflector. If you didn't receive an October Dinner Meeting notice, you are not on the reflector and your e-mail address in the membership database isn't current. If you want to be added to (or removed from) the list, e-mail me, lyyamamoto@ucdavis.edu (yes, there are two 'y's!) or call, 916-752-0348.

Also, please check your directory entry and contact me if there are any changes. You can also use the new Directory Update Form on the chapter's Website (<http://www.sims.berkeley.edu/sfsa/UpdateForm.html>). Many thanks to Debbie Jan, Tim DeWolf, Terry Huwe, Ralph Moon, Campbell Crabtree, and Kevin Heard (SIMS) for putting these services together!

One way to ensure that *your* directory entry is correct... join the Directory Committee! We need members to verify entries and work on production as we gear up to publish the next joint SF/San Andreas Chapter Directory.

—Linda Yamamoto

- "Booking a Flight on the Internet", online at (<http://www.sfgate.com/cgi-bin/chronicle/article.cgi?file=BU55380.DTL&directory=/chronicle/archive/1997/09/30>)

- "Travel Agents Lose Ground", online at (<http://www.sfgate.com/cgi-bin/chronicle/article.cgi?file=BU335617.DTL&directory=/chronicle/archive/1997/09/30>)

Jobline online!

Cliff Mills, Webmaster for the San Andreas Chapter, has launched a Web version of the SLA Jobline at (<http://www.sims.berkeley.edu/sfsa/jobs/jobs.html>). Jobline is still available via INFOLINE and Dialmail. Cliff has matched the Web listings to follow the INFOLINE format.

A new link to this document has been added to our homepage. Hats off to Cliff for this service!

—Terry Huwe, Webmaster,
SF Bay Region Chapter

Kaleidoscope

by Cris Campbell & Richard Geiger

Barbara Newcombe, retired library director of the Chicago Tribune, has a new book out: *Paper Trails: A Guide to Public Records in California* (California Newspaper Publishers Association, ISBN:0962179329, \$18.95). She was featured in the August 17 *Chronicle* for her work on access to California public records. With co-author Stephen Levine, she grilled our public officials on what documents are available and how to get them and, needless to say, the bureaucrats resisted. Barbara was unfazed by this treatment, since this is the second edition of the book. Congratulations, Barbara, on an essential guide to our government! But you know how newspapers are, they never seem to get it quite write[sic]. The *Chronicle*, running an Associated Press feature, described her as an "investigative reporter" instead of her proud title, "librarian". She immediately fired off a letter asking for a correction...

Another *Chronicle* exclusive: **Pete Evans**, former director of UCB's former Forestry Library, was featured in a huge spread on "gunk-holing" on the Bay. According to Pete, gunk-holing is "boat camping in out-of-the-way places. You put your anchor down, and when you pull it up in the morning there's a lot of gunk on it." You can read the July 13 story on The Gate (<http://www.sfgate.com>). Members may recall a *Bulletin* "Alter Ego" feature a number of years ago about a rowing expedition of Pete's sponsored by the SF Maritime National Historical Park.

Sara Pedersen has just moved from Knight-Ridder Information/Dialog to the Technology Information Center of the McKenna Group. As a Research Associate she does in-depth research for consultants in the high-technology arena, and she is enjoying every minute of it. You can reach Sara at sara_pedersen@mckennagroup.com or 650-354-4476.

Saundra Kae Rubel, now Saundra Hayes, has officially retired from full-time library work. Though she dabbles in Web development and

design with her husband Kurt, she devotes most of her time to her Bonny Doon farm, two Arabian horses, and baby due in January '98. Lest we think she has gone "back to the land," Bonny Doon is "a farm to live on, not to actually farm and do manual labor. (Me, manual labor?!) Though the parents were farmers from Iowa, I ended up with all the sophisticated genes." Saundra's e-mail is shayes@cruzio.com.

Our chapter past presidents were recently called together by President **Rita Evans** and President Elect **Marie McKenzie** to share the pearls of wisdom gleaned during their terms as president. They chuckled when Rita was unable to locate a tape recorder or even a tape cassette to record the proceedings at...Dolby Laboratory, home of Dolby Sound.

From hell commute to telecommute...**Chris Orr** is delighted that she has no more bridges to cross. She still has the same job managing digital images for Addison Wesley Publishing's Higher

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President's Message continued from page 1

other documents, the staff now put the current versions of publications on the Net.

Programming at the annual conferences is vastly improved; there are many more sessions aimed at experienced managers and practitioners. While much of the credit goes to the divisions who produce the programs, the Board of Directors and Headquarters have promoted and facilitated the change. There will be major changes in the conference structure beginning next year, to make attendance as worthwhile as possible for our busy members.

There's been a change in attitude, too. An excellent example is SLA's new approach to the chronic problem of the less-than-positive image of our profession. For several years we had a public relations campaign that focused on chiding, scolding and correcting those who depicted librarians in a negative light. This was not exactly the path to power!

In the August 1997 issue of *Information Outlook*, SLA's Director of Public Relations, Jennifer Stowe, wrote:

"It was decided that any negative stories and advertisements referencing the common librarian stereotype will be excluded from this column and any PR campaign... This column in particular will highlight the positive, good news about special librarians doing their jobs and boosting the common perception of the profession..."

And speaking of *Information Outlook*, every issue has had information I can use. I don't know about you, but I seldom found *Special Libraries* to be of value or interest. *Information Outlook* feels like a member publication in a way its predecessor never did, and it strikes a good balance between member news, information about the profession, and thought-provoking articles.

Is SLA Headquarters up to the task of keeping the association relevant as more of us move into new lines of work? Time will tell, but I think it's heading in the right direction.

Chapter President Rita Evans is Information Resources Manager at Dolby Laboratories, San Francisco, where she manages the company's Web site and technical library.

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Call for nominations for SLA's Awards and Honors

Each year SLA bestows a number of prestigious awards, some of which include cash. Among them are the Dow Jones Leadership Award, to a member who exemplifies leadership; the Innovation in Technology Award, for application of technology; the Fellows of SLA, in recognition of leadership and outstanding contributions to the association; and the President's Award, for a notable or important contribution to the association.

This is your opportunity to help a special member of SLA achieve recognition. All members are encouraged to submit nominations for the 1998 awards. The deadline is December 5, 1997. Complete descriptions of the awards and information on how to submit nominations are on SLA's Web site (<http://www.sla.org/pr/awdindex.html>).

Program notes

The Elements of Negotiation Style

by Lenay Milford

September's dinner meeting at Gabbiano's Restaurant in San Francisco drew 76 attendees despite the BART strike and hot temperatures. The schmoozing and networking portion of this first meeting after a long summer break was facilitated by a glorious view of the Bay (and of BART-bereft commuters lining up for the ferries) from picture windows directly over the water. We had so much to say to each other it made for a late start for our featured speaker, **Erika Pardo**, presenting an informative outline of "Effective Negotiations."

Erika is a mediator, trainer, speaker and principal of Just Resolutions, a San Francisco

based firm which educates clients to negotiate, communicate and resolve conflict within the workplace. She can certainly communicate: she effectively commanded our attention even before the presentation began by handing out chocolates — and telling us *not* to eat them. (Fortunately for her plans, dinner and dessert had been so satisfying that it was possible to comply.)

Following dinner, we were treated to a crash course on negotiation skills. Erika highlighted the basics of what everyone needs to know before entering into any type of negotiation, which, according to Erika, takes place "any time you wish to change the status quo". One of those basics is understanding and knowing **STYLES** of negotiating — your own as well as that of the person with whom you are negotiating.

Erika also stressed that the key element in negotiating is being able to understand **WHY**

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Dinner meeting continued from page 11

you are negotiating for something, as opposed to focusing on WHAT you are negotiating for.

The first part of her presentation allowed each of us to learn about our own personal style. We paired off and each of us attempted to negotiate an enticing piece of chocolate away from our partner. The methods we used were pretty extreme, as well as very entertaining. Techniques included begging, threatening, discussing health and nutrition, and suggesting that our partner would be better off without the sugar/fat/empty calories!

Out of this exercise we began to see our own negotiation styles emerge. Ericka refers to four basic styles:

- the Amiable — is empathetic, wants to avoid conflict
- the Driver — takes charge, results oriented
- the Expressive — is intense, seeks the limelight
- the Analytical — needs to evaluate, slow to act

If you attended the meeting, you have a pretty good idea of where you fall on this spectrum. We were also able to witness the true styles of **Sandy Malloy** (Business Wire) and **Marlene Vogelsang** (Pacific Energy Center) as they graciously volunteered to be guinea pigs for one of Ericka's more dramatic demonstrations. We hope Sandy has recovered from being held at gunpoint...

Erika was not only informative, but very entertaining as well. You didn't see anyone dozing off at this meeting. Judging from the questions, this program struck a chord in many of us, as we realized how important negotiating skills are in both our professional and personal lives. Unfortunately the time went by so quickly that Erika was forced to wrap things up earlier than she had planned. She definitely left us wanting more.

Thanks to Lenay Milford and to Maggie O'Brien and the hospitality committee for a great start to this season's dinner meetings.

*Lenay Milford is CEO of
Milford Bookbinding, Stockton.*

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New members

.....

by Marlene Vogelsang

Tim Blair came west from Indiana University at Bloomington to join the content development team at Knight-Ridder Information Services. With a background in electronic technologies he is well-suited to his new position responsible for licensing new Sci-Tech databases. I am personally delighted to learn that Tim recently signed agreements to load ICONDA, one of my favorite files, onto KR. Reach him at Tim_Blair@krinfo.com.

Teresa Ewing, a 1995 San Jose State MLIS graduate, is now a full time Technical Services Librarian at the Bank of America Law Library. She holds a masters degree in Pacific Basin Studies and has a strong interest in international law...and travel. Her most recent trip was to Portugal last summer. Her e-mail address is Teresa.Ewing@bankamerica.com.

Price Waterhouse World Technology Center is **Jim Reed's** new workplace. Jim and his wife, Jean Dekin, relocated from the East Coast last year, when Jean was hired as the archivist at the Stanford Linear Accelerator Center. The World Technology Center is Price Waterhouse's corporate think tank for information technology developments. Jim provides technical services as well as reference and technical writing. He got his MLIS from the University of Michigan in the "dark ages"; his eclectic history also includes stints as a bookseller and artist. A self-avowed "book accumulator," Jim balances his interests in information technologies with a passion for book arts, including bookbinding and preservation, and the outdoors: jim_reed@notes.pw.com.

Gregg Schwenk is with the Business Intelligence Center at the Geneva Company, an Irvine, CA mergers and acquisitions firm. His group works with the merger dealmaking teams to find the best fit for their clients. He studied political economy at UC Berkeley, and his current focus is on business strategy, competitive intelligence, and the virtual research center. He will be a

speaker at the Frost and Sullivan seminar on "Competitive Intelligence and Benchmarking" in November. Gregg is active in local Newport Beach Economic Development activities and is also involved with the British/American Chamber of Congress and Hong Kong Trade Development organizations. He would like to share experiences with members who have developed business intelligence units in their companies, gregg_schwenk@genevaco.com.

John Vincent is handling sales and marketing for a new serials subscription service, RoweCom in San Francisco. The service is based on an electronic commerce model and uses the Internet for ordering. Before joining RoweCom, John had been involved in other Internet-based businesses in the Bay Area. It's a long way from his history and literature studies at Harvard... but then, that's what makes us special librarians! Connect with John at carter@sirius.com.

Marlene Vogelsang is a Resource Specialist at the PG&E Energy Center, San Francisco.

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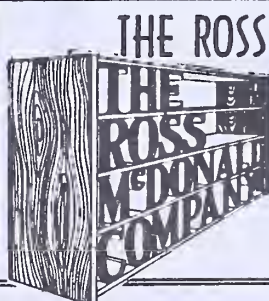
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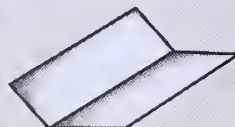
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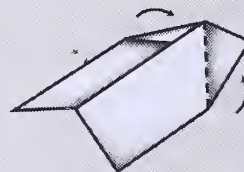
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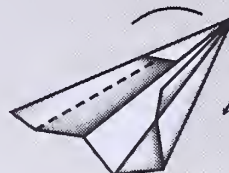
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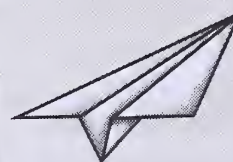
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Having it some...

or, Notes from the Tightrope, in which members talk about how they balance the priorities of work and that thing we call life

by *Elyse Eisner, Features Editor*

Have you ever been driving on the freeway, listening to music and perhaps enjoying a breeze from your open window, when you've suddenly had to drop down to a much slower speed? And did you notice that the music, which had seemed to be at just the right volume before, suddenly seemed uncomfortably loud without the background road noise?

I think this is the way most of us live our lives these days; our normal pace is so fast that we don't recognize how stressful it is until something forces us to change our rhythm. Busy professionals who are faced with the demands of young children or aging parents, or who develop physical symptoms of unacknowledged mental stress, may begin to question their priorities.

Information professionals have our own additional stressors: on one side, we are pressed to keep up with the New Technology of the Month (or the old technology in a new bottle); at the same time we must cope with organizations that want to downsize us, outsource us, or continually question our worth.

This isn't an article about how to manage your time so you can get the grocery shopping done after a 12-hour work day. It's about evaluating the stresses in our lives, deciding what constitutes success for each of us, and making decisions.

Twenty years ago I wanted to be Queen of the Boston Public Library or to achieve some equivalent rank that would prove that I was good at my work. I don't want that any more. Does that mean that I've grown tired, that I'm no longer competent? Do people in earlier

stages of their careers also dream of moving to Skagway to open a bakery? Are these questions peculiar to me, or to people "of a certain age?" Or is it simply that I've proven myself and am ready to look for something new? As with so many issues, I took this one to fellow librarians for input, analysis and, experience.

IF YOU DON'T LIKE WHAT YOU'RE DOING, CHANGE IT

Mona Hatfield, News Research Manager of the Contra Costa Times, has no regrets about how she chooses to allocate her time. Setting high standards for herself, Mona gives as much time to work as she needs to do her job well —

continued on following page

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Feature continued from page 15

usually about 70 hours a week, some of which is spent at home. Her remaining time is given to her family.

Mona makes a point of not taking on additional activities that will interfere with her top two priorities. "What I *don't* do, I don't do by choice," she says. The stress comes with the territory and is the price we pay for the choices we make. Mona doesn't believe in looking back at the road not taken; we are all responsible for finding our own comfort levels, and "if you don't like what you're doing, change it."

THE PEACE OF MIND IS WORTH IT

That's just what **Mary Torres** did. Mary was director of information services at the Boston Consulting Group. Prior to that, she had managed two other libraries. When she developed some stress-related health problems, Mary began to re-think her career goals.

After twenty years of taking on new challenges and proving to herself that she could master them, Mary came to the realization that "I *can* do it, but do I want to?"

Mary decided that stepping down from management and back into research would be better for both her physical and emotional health. Before she took the step, she accustomed herself to the change in lifestyle that a reduced income might bring. Now Mary works a four-day week; she is more selfish about keeping to her scheduled 32 hours than she would have been a few years ago. "The peace of mind is worth it."

I WANT TO BE HAPPY OVERALL

Having talked with two people with a fair amount of library experience behind them, I wondered how someone a little newer to the profession (i.e., younger and not as close to retirement) would approach the question. **Sara Pederson**, who recently started a new job at the McKenna Group, a management consulting firm, seems to have a natural sense of balance. She usually works 40-45 hours a week and commutes about an hour each way. Sara doesn't believe in wasting time; during her drive to work she listens to books on tape and she catches up on letters or professional reading when riding BART or waiting for appointments. But she doesn't like to bring work home, preferring to maintain a clear distinction between work and home life.

Someday, Sara Says, she may want the kind of position that demands more of her time, but right now "I'm having too much fun. I want to be happy overall, and if I worked that much I wouldn't be happy."

In the seventies and early eighties there was a lot of talk about "having it all" — career success, marriage, families. The price tag wasn't so obvious back then. Personally, I still want to do interesting, challenging (and remunerative) work; but more and more I want to do it at a pace that doesn't leave me breathless. How about you?

Elyse Eisner, eisner@tdl.com, is Library Services Manager for the Northern California branch of Advanced Information Consultants.

[ed. note: More on the work/life balance, pages 5-6, 17-19.]

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But which is the "second shift"?

Two approaches to the demands of LibraryLand and Motherhood

I have recently returned to LibraryLand and to a new firm, McKenna & Cuneo, located in the Steuart Street Tower of One Market Plaza. McKenna & Cuneo is a large firm based in Washington, DC. In case you are wondering, the great Jenny Wu is now Librarian at Curiale, Dellaverson.

I work three days per week at McKenna, and I work four days a week as a mom.

As some of you may know, I was due to have a baby on December 24, 1996. William James arrived unexpectedly on November 30, which led to a somewhat sudden (in terms of timing) departure for leave from work.

He was born at California Pacific Medical Center at 9:15 am after a "lovely" (note sarcasm!) 30 hours of labor. He was 19 inches

long and weighed in at 6 lbs. 7 oz., but promptly lost the 7 oz. Being early didn't seem to bother him much except for having a case of jaundice which turned him a unique shade of yellow. The manufacturer neglected to include the operating manual or a warranty card.

Jenny Wu called when her job at McKenna became available; I interviewed and was offered the position during maternity leave from my former job. One of the reasons that I took the position is that this firm is very family friendly; they understand that when your child is sick you have to deal with it.

So far, I am enjoying my new job, though there was a big time lag between the time that

continued on the following page

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Features continue from page 17

Jenny left and I started, so I've had to do quite a bit of cleanup. I have a fabulous assistant, Ana Paz, without whom I would have had a much harder time getting up to speed.

I am really excited to be back at a larger firm after being in a small place for three years. It is great to have voicemail and to have people to help with network problems. And it's also really nice to have librarian colleagues in the same firm.

I certainly appreciate being able to work part time. I can focus enough three days a week to get lots of work done, and I have enough time to get some of the home stuff done and make sure that William is happy and healthy. In some respects, I find work to be a sane break from my "real life". There are some standards of behavior to which adults adhere and some element of control, neither of which I can guarantee with William.

The hardest thing about having a baby is realizing (and having other people realize) that dealing with the baby is a job too. I work three days a week for pay and four days a week not to have a little hoodlum in 10 years. People think I have loads of time to do what I want when I'm not at my librarian job; they don't know how much time I spend dodging sweet potatoes and finding infinite reserves of patience for a tired little man who refuses to go to sleep.

I used to work at home on projects to which I needed to devote my full attention. I do miss being able to do that, but, except for very rare

occasions, it is impossible. Babies will not be put on hold.

Life is much different now. Movies? What are they? We haven't seen any of the new ones. We always have to be sure that someone is around to take care of William. When we go out, William goes too. We cannot do any marathon outings, but he attended his first party in May and did very well.

William is already 10.5 months old. He is eating baby food, Cheerios and fruit; he is gearing up to crawl and is interested in how his toys work. He is very social and alert and likes to stare at people. Though I am of course biased, he is a friendly, happy baby with a very nice smile.

Stay tuned for the further adventures...

Jaye Lapachet,
jaye_lapachet@mckennacuneo.com

.....

I have two children. When the first one was a few months old, I job shared and worked part-time for nearly two years. Our home life was perfect, but my career suffered the consequences of working only part-time. With my second child I went the opposite route: I took one month off for his birth, and then I went back to work full-time.

Now there is never enough time to get my personal projects accomplished, but my work life is nearly perfect.

With two children and a full-time job I do have to prioritize my time at work. I have not done any work-related traveling for over two years; I usually give up my lunch hour so that I can leave work at 4:30; and I searched for a position that would require little overtime.

I am wild about being a mother, a wife, and a librarian, but...my life is definitely in the fast lane most of the time.

*Angela Moore-Evans is a
librarian at Foley Lardner Weissburg & Aronson*

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If I have to write this...

If I have to write this right now, I won't be able to go riding this evening. I'll miss the drive up Wildcat Canyon, the impatient stop to unlock the heavy white metal gate at the entrance to East Bay MUD's fire trail, the hasty change of clothes in the car — silk dress and pumps discarded in the back seat for breeches and paddock boots stored permanently in the trunk. If I stay at the computer, I'll miss the magical way that the minute I step out of the car the staleness of office life blows away on the wind surging across the ridge, and I'll miss the way it's kept at bay by the expansive horizon and the turquoise blue reservoirs far below. "These horses have the best view in the East Bay," I think at least four times a week.

Perhaps it will be blustery tonight, and I'll spend the next hour appeasing and calming a 1200-pound snorting equine. No, there's very little logical processing with my prospective companion for the evening. She is happy to leave the dullness of the stall, just as I am happy to leave behind the complications of the workplace. The preoccupations will all die for me once I'm there, that is, if I can just get away tonight.

Does writing this count as "work", or as yet one more of life's many — perhaps too many at this point — involvements? When viewed from the pasture, this is unmistakably a professional duty, one that is in opposition to the comforting routines and wordless physical activities I choose for my "own" time. But then again, it falls on the more creative and connective side of the career world — a far cry from the analytical and often onerously dry activities of my usual 9 to 5. Tinged with associations of the workplace and for want of a better place for them, such activities remain crammed into the margins between my "life" and my "work".

Cate Hutton, cate.hutton@ucop.edu, is a
Researcher/Librarian with University External
Relations, Office of the President, UC Berkeley

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Executive Board & Advisory Council Meetings

by Tony Obregon

SF Bay Region and San Andreas Joint Executive Board Meeting

Tuesday, July 29 1997, 6 pm
San Mateo Public Library

Present: Mary Walsh, Nancy Meyers, Sue Stanek, Claudia Whitaker, Linda Yamamoto, Rita Evans, Linda Vida, Sara Pedersen, Marie McKenzie and Tony Obregon.

Directory:

Because of the success of our combined efforts, the boards unanimously approved continuing the joint directory. Linda Yamamoto and Judy Cotisek will determine the timeline and release date for next year's directory, with December as the target distribution date. Chapter advertising teams will also need to coordinate efforts. Members are now able to send entry changes via a form on the SF Chapter's Webpage.

Jobline:

The boards discussed listing Jobline via Knight-Ridder only. All agreed that not everyone has access to a computer and to remove the voice format would be a disservice. The Jobline will remain as it is. Both boards agreed to look into posting the Jobline on our chapters' websites. [ed. note: see *Jobline announcement*, page 8]

Douglas Hambley has statistics which show that the Jobline voice format gets significant usage. The Jobline committee will review the statistics to determine

if there are enhancements that would be useful. Mary Walsh suggested the Board monitor voice format usage for another year and assess the situation at the next joint board meeting. She noted that if we do decide to discontinue the service, we will need to give ample advance notice before removing it.

Joint Tour:

The boards discussed scheduling a joint tour for the coming year, and agreed to leave the decision to the chapter committee chairs.

Joint Program:

This year's joint program will be held at the Airport Marriott on December 10, 1997. Our speaker will be Eugene Miya, NSF digital library expert. Respective chapters are responsible for their own mailings.

SLA Winter Meeting:

The SLA 1999 Winter Meeting will be held in San Francisco. Volunteers will be needed for registration and for the local hospitality booth. The winter meeting is followed by a 3-day education conference which draws members from many local and national chapters. The local chapter may sponsor a special function; however, Headquarters does not provide any funding for the event. SF will consider sponsoring an event, and San Andreas will consider assisting. SF will appoint a committee chair.

Other Business:

In order to avoid scheduling conflicts, the boards proposed a master calendar of chapters' events, library conferences, and other library-related programs.

The meeting adjourned at 7:40 pm.

Executive Board Meeting

Wednesday, August 20, 1997
Dolby Laboratories, SF, 4:30 pm.

Present: Linda Vida, Rita Evans, Gretchen Peterson, Kristi Wessenberg and Tony Obregon.

Treasurers Report:

There is a balance of \$49,497.44 in our chapter account. Kristi Wessenberg reported that our Jobline income has ended now that San Andreas is responsible for it.

Nominating Committee:

The board unanimously approved Chris Orr as Nominating Chair.

1997/1998 Budget:

The proposed budget shows a deficit of \$12,000. Primary reasons are the loss of Jobline income and the increase (approved by the Board) in the Directory allocation.

Program policies/honoraria:

The Board will continue to discuss possible conflicts of interest for program speakers with affiliations to other organizations or businesses. No consensus could be reached on the maximum honorarium to offer program speakers. The Secretary will check the minutes of earlier meetings to see what the Board approved as a maximum amount.

Monthly program meetings:

The Board discussed costs and charges for meetings, and approved maximum prices of \$15 for an hors d'oeuvres meeting and \$30 for a dinner. The Board also decided to have the chapter subsidize two (of the more expensive) meetings per year.

The meeting adjourned at 5:30 pm.

Advisory Council Meeting

Wednesday, August 20, 1997
Dolby Laboratories, SF, 6:00 pm.

Present: Rita Evans, Linda Vida, Kim Gregor, Chris Orr, Cynthia Bennington, Deborah Hunt, Barbara Glendenning, Gretchen Peterson, Linda Yamamoto, Wess Murdough and Tony Obregon.

Rita Evans gave an overview of Executive Board and Advisory Council Members' responsibilities and activities.

Treasurers Report:

Kristi Wessenberg presented the report she made to the Executive Board.

Budget for 1997-1998:

The budget was approved by the Executive Board. Allocations need to be recoded, but the corrections will have no effect on dollar figures.

Professional Development:

The topic for the October 31 fall program is digital imaging. The spring session will be about gathering information on private companies. Tentative sites are the Federal Reserve and Levi Plaza.

Directory:

Linda Yamamoto is coordinating joint directory efforts with San Andreas. She is currently updating our members' database and continues to work on the Officers' Resources Webpage.

Tours:

Kurt Shuck has formed a committee, and they are planning this year's tours. A joint tour with San Andreas is in the works. Terry Dean suggested a tour of the UC Press in honor of its 50th Anniversary.

Publicity:

Cynthia Bennington has been working with the Low Income Housing Authority, and is coordinating volunteers to assist with its library needs. An initial assessment takes place Sept. 13.

Networking:

Angie Brunton, will continue her efforts as committee chair; new co-chair Deborah Hunt will join her. An immediate goal is compiling a regional calendar of all regional events relevant to libraries/information services. The committee would post it on the chapter Website.

Bulletin:

Ella Hirst's proposal to rename the Bulletin to something more current was approved by the Executive Board and accepted by the Advisory Council.

Nominating:

Six members have been recruited. New chair Chris Orr will meet with past-chair Beth Edelstein to go over procedures.

Advertising:

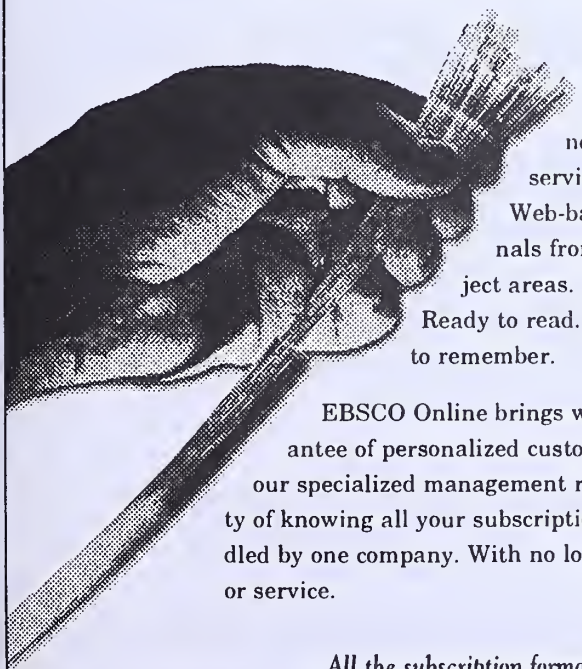
Tamara Horacek reports that so far this year the committee has been very successful in recruiting advertising. For the July/August and the September/October issues of the *Bulletin* there was a total of 28 ads equaling 14 pages.

Government Relations:

Kim Gregor, new to SLA, wants to focus on California issues. She hopes to set up a central access

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Calendar

NOVEMBER

5 NOCALL fall workshop.
Annette Gohlke on benchmarking
as a library management tool.
8:30 am to 12:30, Marines'
Memorial Club, SF.
Contact: Lauri Flynn
Lauri_Flynn@bankamerica.com

**6 SIMS Student/Faculty
Reception** for the new master's
and PhD students, hosted by the
SF Bay Region Chapter.
5-7 pm, Men's Faculty Club,
Howard Lounge, UC Berkeley.
Contact: Barbara Glendenning
bglenden@library.berkeley.edu
510-643-6224

**6 SF Bay Region Chapter
Program.** Michael Gorman on
"Values for Future Libraries",
Mechanics Institute Library,
57 Post St., San Francisco.
Hors d'oeuvres, 6 pm;
program begins at 7:15.
Contact: Jeanne Fong
jfong@library.berkeley.edu
510-642-4345

6 Interop ISP Tour.
Cathedral Hill Hotel
San Francisco
Contact: 800-506-9517

**15-18 California Library
Association Annual Conference:**
"Tradition in Transition".
Pasadena Convention Center &
Doubletree Inn, Pasadena, CA.
Contact: (916) 447-8541

**17-19 Internet Librarian
Conference '97.**
Monterey Conference Center &
Doubletree Hotel, Monterey, CA.
Contact: 800-300-9868

DECEMBER

**10 SF Bay Region &
San Andreas Chapters
Joint Dinner Program.**
Airport Marriott, Burlingame.
Speaker: Eugene Miya, NSF
digital library expert
Contact: Connie Tomal
650-254-8019

To list an event in the Calendar, contact Sara Pedersen
sara_pedersen@mckenna-group.com
650-354-4476/650-494-8660 fax

Minutes continued from page 21

point where members can find out about important issues, and a list of mailing addresses for letter-writing.

Hospitality:

Maggie O'Brien reports a favorable response to the newly initiated dinner coupon program for new members.

Academic Relations:

Due to a SIMS symposium on October 15, the new student/faculty reception will be rescheduled. The suggested format is a panel discussion followed by a food/beverage hour that allows for questions and answers.

Past-Presidents' Meeting:

Rita has proposed a holding a meeting of all past chapter presidents for the last ten years [see *Kaleidoscope*, p.9].

Fundraising:

Co-chairs Karen Zilla and Terry Richards have recruited 6 new members.

Strategic Planning:

Richard Geiger and Kurt Shuck have copies of the members' survey.

The next Advisory Council meeting is Feb. 11, 1998.

*Chapter Secretary Tony Obregon is a
Research Analyst with Deloitte & Touche.
[minutes edited for publication]*

Kaleidoscope continued from page 9

Education division, but she is working closer to home out of the Peachpit Press offices in Berkeley. Peachpit is an Addison Wesley imprint, so telecommuting is enhanced by being on the same wide area network. "My morning commute has gone from 50 miles to a likeable, bikeable 05 miles!" Chris was a speaker at the Visual Resources Association's Northern California chapter meeting held at the Palace of the Legion of Honor. Along with Bob Futernick of the Fine Arts Museums of SF, she presented "Publishing Image Data", how to provide access via the Web and CD-ROM. Chris has the same contact information, chriso@aw.com or 650-854-3000, ext. 2706.

Digital snacks, anyone? Congratulations to **Deborah Hunt** and her summer intern **Jo Falcon**. Their "Science Snacks" page on the Exploratorium's Learning Center was awarded a Blue Web'n by PacBell's Education First! program. The Snacks, online at (<http://www.exploratorium.edu/snacks/snackintro.html>), are the digital edition of the printed Snackbook series. Putting them on the Web was Jo's special studies project for San Jose State's SLIS. According to the award notification, the Blue Web'n is "an honor reserved for the best online lessons, activities, projects, resources, references, and tools."

(And **Cris Campbell** is too modest to include that she is now Acting Head of the UCB Public Health Library. What this really means is she's doing her old job and the new job too — with just one body! Is that downsizing or what? RG)

—Cris Campbell, ccampbel@library.berkeley.edu,
and Richard Geiger, geigerr@sfgate.com

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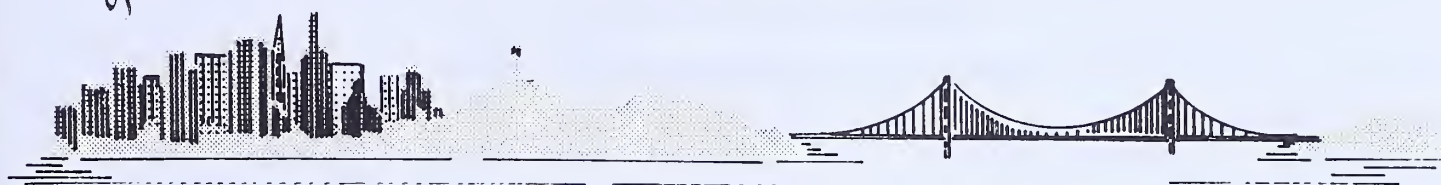
Would you like to have a hand in planning a birthday bash for a spry and lively 75-year-old?

The San Francisco Bay Region Chapter will celebrate its 75th anniversary in 1999. This special occasion calls for a gala celebration, so we're looking for volunteers to help arrange a banquet for May 1999. Other chapters and divisions have produced commemorative books, held open houses, and gotten nice splashes in the local press. We're open to these and any other creative ideas you may have to mark the anniversary.

Planning should begin soon so we can reserve a prime location for our banquet. Please contact Chapter President Rita Evans (415-558-0359/re@dolby.com) to take part in a fun project.

The Bulletin

of the San Francisco Bay Region Chapter



SPECIAL LIBRARIES ASSOCIATION

JAN / FEB 1998 • VOL. 68 No. 4

President's message

from Rita Evans

Welcome to 1998! As I write this, I'm mulling over my Thanksgiving dinner menu, but the holidays will be just a vague (fond? fogged?) memory by the time you read it.

We mark changes in a lot of ways, perhaps none as significantly and obviously as the transition from one year to the next. Did you take part in the customary ritual of making a New Year's resolution — those promises to change that seem to have all the staying power of a verse of Auld Lang Syne?

There's something I really, really want to have happen at work, and it's just not going to happen without some planning and effort on my part. Now, I'm not much on resolutions myself, knowing that I'll discard them as soon as they're inconvenient. But this year is going to be different — I'm going to change! I'm going to treat the resolution (yes, just one — let's keep this manageable) like a business objective. I'm going to apply it to my job, not my personal life.

I challenge all of you to identify one change in your work life that's worth fighting for. Once you've done that, map out the steps you'll need to take to make that change happen, and give yourself some target dates.

I know, I know, this is too trite — but it can work! We can be amazingly adept at adjusting to a change which is foisted upon us; but how about deciding ourselves what change we want to make, choosing it, and making it really work for us.

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Inside...

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- The Great Hydrogen Beer Hoax, Eris Weaver uncovers it, page 15.
- High resolution, the Professional Development workshop on digital libraries, page 17.

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Special Libraries
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San Francisco Bay Region Chapter Bulletin

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From the editor's desktop...

The other night I got a phone call from a student at the University of Michigan School of Information & Library Studies who wanted to talk to me about the "library as place" for a final paper she was writing.

Our discussion got me thinking about that nostalgic yearning for the library of childhood and for the predictable and familiar haven it represented. Changes to that institution (the library as sacred place) have received a good deal of bad press, most of it from a particular generation and class of readers.

Perhaps special libraries are "special" because they are not bound by this traditional idea of library. No sentimental attachment protects them; they must continually demonstrate their value. Which is why, obviously, we have had to embrace all these rapid developments in information technology. We cannot afford to perceive them as a threat; our expertise (or at least competence) in these technologies is critical to our survival.

In this issue of the *Bulletin* there are reports on the Professional Development Committee workshop on digitizing library collections and the November program on traditional library values. Michael Gorman voices concern that fascination with electronic resources may distract librarians from their basic mission; yet the message from Roy Tennant and Karen Coyle is that the issues of selection, access and user rights are as relevant to digital collections as they were to print.

New technologies have also crossed conventional library boundaries and created incredible interchange between librarians of all stripes. The Librarian's Index to the Internet on UC Berkeley's Digital Library Sunsite was originally developed by Carole Leita at the Berkeley Public Library; the Web4Lib listserv contains postings and discussions from every imaginable type of library.

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Copy deadlines:

March/April issue	February 3
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Jobline Information

Jobline is currently maintained by the San Andreas Chapter. To list a position, fax the posting to Mary Walsh: 650-604-4988, or e-mail it to mwalsh@mail.arc.nasa.gov. For questions, phone her at 650-604-3140.

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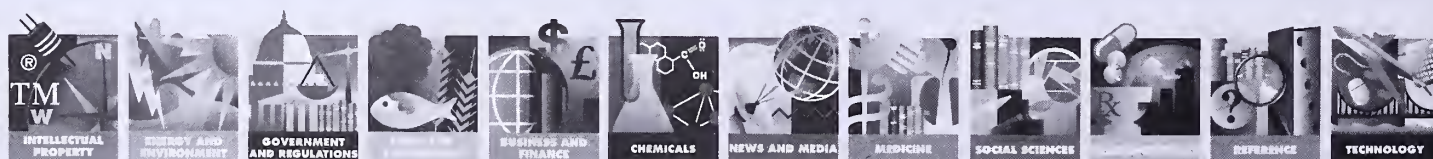
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Soapbox

.....

by Chris Orr

If I hadn't heard it two or three times, I might have discounted it. But as I roamed around Oakland's Paramount Theater before a sold-out jazz concert, I kept overhearing the comment, "what a great crowd." Finally, in line at the ladies room during intermission, I heard the woman behind me say to her friend, "This audience is so different." I had to turn around and ask why. She said she was from San Francisco and seemed to think she could leave it at that. I pressed her a little, but all she could really say was how diverse the crowd seemed to her and how mellow.

I live in the East Bay and have been here for nearly twenty five years. I've gotten used to the stereotyped bashing that goes on: *there's no there there* in Oakland and Berkeley is *Berzerkeley*. Of course, there's always some truth in cliches, so I usually just shrug and keep the secret among friends who actually live here.

But encounters with pleasantly surprised San Franciscans keep happening. There was the SLA meeting on the Oakland waterfront with some visitors looking around in disbelief as we had drinks at sunset on a pretty pier.

If they observed life in San Francisco solely from the corner of 6th and Mission, they might think 'world-class city' a cruel misnomer

Another chapter meeting held on the UC Berkeley campus brought raves about the beauty and historical significance of the Maybeck-designed Men's Faculty Club. Yes, we have a few more of those architectural landmarks; along with some lovely Julia Morgan

buildings, by the way. There was the concert I mentioned above, an extension of the SF Jazz Festival, that brought a few West Bay inhabitants here to enjoy the truly fabulous Art Deco palace called the Paramount.

It isn't simply the physical beauties of the place that I want to extol. As I mused on the comments of the woman in the Paramount ladies room line, I realized that it's also the neighborly ambiance of the East Bay that continues to satisfy its residents and surprise its visitors. A waitress I know told me she saw former Oakland A's star and American League MVP Rickey Henderson come out of a bank on Broadway. He recognized her from the cafe where she works, gave her a high-five and asked how things were going. They chatted about the small fire that claimed the cafe's espresso machine and how Oakland may want him back with the Athletics; just neighborly stuff.

Continued on the following page

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MEMBER, SLA

Soapbox continued from page 5

Same thing happens when Congressman Ron Dellums comes home: he's greeted with respect on the street and replies likewise, a trait that has earned him thirty years of power on Capitol Hill.

At the turn of the century, Oakland called itself "the Athens of the Pacific." Historians agree that, because of the city's leadership in education and the arts, the name was rightly deserved. One of the town's most famous residents, Jack London, had his childhood hunger for books fed by the Oakland Public Library and a marvelous librarian named Ina Coolbrith, poet laureate of California. Admittedly, the Chamber of Commerce later reviled him for being "The Boy Socialist," with views entirely too sympathetic to the worker. But it was Oakland's own Socialist Party, the first on the Pacific Coast, that nurtured those sympathies.

Most of my colleagues at work live in San Francisco or on the Peninsula. To hear them talk, the East Bay is another country: far, far away and full of gangs (Oakland) or populated by freaks and nerds (Berkeley). It's simply not worth the trip across the bridge. They seem to forget that if they observed life in San Francisco solely from the corner of 6th and Mission, they might think "world-class city" a cruel misnomer. It takes some exploration and getting to know the natives in any town. Both sides of the bay have their riches.

This summer I negotiated a move of my office from Menlo Park to Berkeley, to spare some of the commute hours and my sanity. My otherwise worldly boss kept stressing, "It's a different culture there — do you think you'll be comfortable?" "Well," I explained, "since I live there, I've observed how they walk, how they talk. It'll be great."

—Chris Orr, chriso@aw.com, is an Information Specialist at Addison Wesley Publishing.

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NetTalk

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Intranets: Where's the Beef?

by Tim DeWolf

On a gorgeously autumnal day in Palo Alto, my brother and I attended the 100th Big Game (that's Cal vs. Stanford football, for any of the sportophobes out there). I will spare you all but one of my observations from the experience — that being the incredible proliferation of advertising.

There were planes flying overhead trailing banners, enormous sheets completely surrounding the field, images continually changing on the huge TV screen on the scoreboard, leaflets being thrust at us, and, for every one of the 80,000 plus attendees, even seat cushions all emblazoned with corporate names and logos.

Suddenly, I realized what it reminded me of: the Internet.

You're trying to concentrate on an activity — watching Cal find novel ways to self-destruct / finding that one vital piece of information that the senior VP wanted 10 minutes ago — and you're being bombarded with commercials.

Sure, I realize how essential advertising is to providing free access to services and information for which we would otherwise have to pay a stiff price. But increasingly the style of advertising is to simply get in your face (or, in the case of the seat cushions, some other anatomical feature) and say, "Here we are!!" No information is being communicated except the existence of the advertiser.

It is often difficult to move from the reactive mode of answering specific needs to the proactive role of providing continuously useful information to an organization-wide audience.

I'm struggling with this same issue as I create my own web page on the corporate Intranet. I know it's important to be there. I've found that it's reasonably easy to produce a page that looks good and gives basic information about what I do. But populating it with information that will encourage people to revisit it is truly daunting.

Now that many of us have become our own web developers, it is often difficult to move from the reactive mode of answering specific needs to the proactive role of providing continuously useful information to an organization-wide audience.

My inclination when facing challenges like this is to exploit my SLA colleagues and find

Continued on page 10



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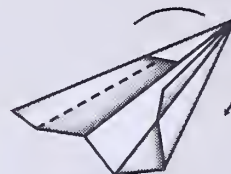
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Kaleidoscope

.....

by Cris Campbell & Richard Geiger

Everything's coming up roses...**Shannon Moore** at Genentech is adopting a twenty two-month old baby girl, born in Sichuan, China. Shannon's co-workers created a website for Sophie Rose. (Sophie's middle name is *Zhanmei*, which means "unfolding rose".) Go check out this little flower at (<http://www.gene.com/shannon>). Shannon will be off until mid-February, "hangin' with Sophie."

Beauties or Beasts? **Steve Lavoie** is featured in an article (*San Francisco Chronicle*, November 14) about the efforts of the Oakland Heritage Alliance to preserve some of the city's old beauties. You can read it at (<http://www.sfgate.com>) in the Alameda section for that day's paper. Or

try out this URL: (<http://www.sfgate.com/cgi-bin/chronicle/article.cgi?file=EB898.DTL&directory=/chronicle/archive/1997/11/14>). Steve is job hunting right now and keeping busy with lots of projects. His most recent involves working through a Poets & Writers grant with the Oakland Public Library and the Oakland Museum to mount an exhibit about Anne Brigman, a Bay Area photographer in the early part of this century. The exhibit runs through November 30, so by the time you read this, alas, you probably will have missed out!

This 'n that...**Maggie O'Brien**, always an invaluable source for the comings and goings of our chapter members, offers the following:

Rosanne Macek, former Manager of the Apple Library, has accepted the Manager, Information Resources position at Bay Networks, Inc. in Santa Clara.

Continued on page 23

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NetTalk continued from page 7

out what they're doing. This requires a good deal of human interaction, since Intranet pages (unlike Internet sites) are not accessible to people outside the organization.

Within the organization human interaction is equally important. A key element in improving the content on an Intranet site is to redouble your efforts to understand your users. Display a feedback button prominently on

The paradigm is shifting from subscribing to services we use ourselves to ones we are providing for our clientele.

your website; keep statistics on how frequently and for what length of time people visit. Above all, talk to users about what they find useful and how they want to access information.

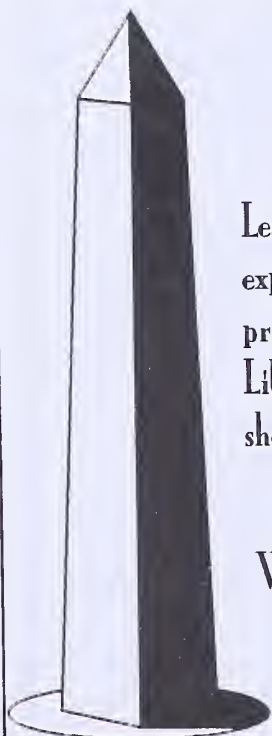
Interact with vendors as well. Keep track of the ones that offer Intranet licenses and negotiate trials for your site. The paradigm is shifting from subscribing to services we use ourselves to ones we are providing for our clientele. As we are continually reminded, if we don't do it, the IT department will....

Getting back to commercials, one of my favorites on TV right now is for IBM. A web developer is showing the client whirling logos and flaming lettering while the client wistfully articulates a business need that the web page could perform. With a blank look the developer says, "I don't know how to do that." Another triumph of form over substance. Hopefully we information professionals know better.

—Tim DeWolf, tdewolf@ix.netcom.com,
is Library Manager at BHP Minerals.

P.S. In a future issue I'd like to report on other chapter members' experiences with developing or publishing their organization's Intranet/Internet sites. So please, send your advice, thoughts, anecdotes, etc. this way.

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President's Message continued from page 1

Ask me at the February meeting if I stuck to my resolution, and I'll ask you about yours...

One of the perks of being chapter president is getting to read all of the newsletters from SLA's different chapters. For years chapter presidents have had fun looking at what's going on elsewhere in the association. Fifty years ago our counterparts in St. Louis noted,

"the San Francisco Bay Region Chapter is getting upset about the high cost of food at its monthly dinner meeting. For February the cost is \$2.55!!"

The cost of the St. Louis Chapter's March 1947 dinner was \$1.40. Does that mean SF dinners will be \$250 in 2047???

—Rita Evans is Information Resources Manager at Dolby Laboratories, San Francisco, where she manages the company's website and technical library.

Program notes

.....

The Glory that was Millbrae

by Maggie O'Brien

Gray Brechin, local historian, geographer, and writer, once again delighted members of our chapter at the October dinner meeting held at UC Berkeley. Thanks to the balmy Indian Summer weather, the 83 attendees enjoyed the social hour *al fresco* and dined with the Men's Faculty Club glass doors wide open.

Mr. Brechin, a witty and dynamic speaker, served up his encyclopedic knowledge of Bay Area architectural and cultural history as though it was tasty gossip. He began his slide presentation on the "Peninsula Palaces" by describing the appeal of the San Francisco peninsula. For the newly rich and famous of 19th century San Francisco, who sought to emulate European aristocracy, the peninsula's proximity to the city, beautiful landscapes and dramatic vistas made it the most desired location for their pastoral pursuits.

These pursuits, which included raising thoroughbred horses, tending flowers in one's private conservatory and, of course, parties, took place on huge expanses of land. What are now entire peninsula cities were once individual estates. The humble country estate of Darius Ogden Mills, head of the Bank of California, is today Millbrae; the William Ralston (one of Mills' Bank of California partners) estate is now Belmont.

Brechin recounted that Ralston was known to contact his wife via their private telegraph line to let her know that guests would be arriving at their country estate for dinner that evening. Of course, they would be staying for the weekend. The little party might include the DeYoungs, the President of the United States, the ambassador to England or a senator or two.

In those heady days, anyone who was anyone had, in addition to a country manor on the peninsula, a town house in San Francisco. The Pacific Union Club on Nob Hill was originally the town house of James Flood, one of the Irish Silver Kings who made his money in the Comstock mines; Flood's country estate covered most of what is now Menlo Park and Atherton. Leland Stanford's town house is now the Stanford Court Hotel and his 9,000 acre 'farm' is today Stanford University.

Among others who once built mansions on the peninsula were the families that started the Emporium and built the Palace Hotel. Almost all of these mansions were torn down when the estates were subdivided into the cities and towns of San Mateo county. Ralston's home is one of the few that remains. It has been restored and is part of the College of Notre Dame campus.

Much more information on this early life in San Francisco and the peninsula will be found in Gray Brechin's upcoming book, *Imperial San Francisco: Urban Power, Earthly Ruin* (University of California Press). [Farewell, *Promised Land*, a collaboration with photographer Robert Dawson about the continuing destruction of the California environment is also upcoming from UC Press. -ed.]

A highlight of the evening was the presentation of the Chapter Award for Professional Achievement to **Terry Dean**. Terry, Access Services Librarian at UC Berkeley's Institute of Governmental Studies, was honored for her numerous contributions to the chapter, the Association, and the library profession.

Many thanks to Linda Vida and the Program Committee and to Brian Fisher, Jeanne Fong, Joan Jenkins and Tony Landolt of the Hospitality Committee for a memorable program.

—Maggie O'Brien, maggie.aimusa@juno.com,
is with *Advanced Information Management*.

[Program notes continue with a report on Michael Gorman's talk at the November meeting, page 13, and the reception for SIMS students, page 14.]

Editor's desktop continued from page 3

The following is from a posting by Roy Tennant, in the November Web4Lib Archives at (<http://sunsite.berkeley.edu/Web4Lib>):

"In the November 1997 BYTE, on page 19, there is a small box labeled "Geek Mystique" in which the results of a CommerceNet/Nielsen Media Research survey has determined that far and away, public libraries lead the way in "alternative points of access" to the Internet. At 46% of respondents, libraries best the nearest competition (churches and community centers) by a whopping 28%... Malls and cyber cafes account for 14%..."

Perhaps a whole new generation will develop nostalgia for that Dell with Netscape 2.0 they first used in the library...

Bringing the topic of change closer to these pages, my e-mail about a new name for the *Bulletin* received a number of lively replies. Interestingly, a similar notice published in the July/August issue elicited no response. This could, I suppose, cause me to question the value of editing a

printed newsletter...but I'll just chalk it up to the ease of replying to e-mail.

About 40 members cast votes. Some said they had no opinion; one voted for no change; two hated all the choices; five suggested entirely new names. *Bayline[s]* was the clear winner with 21 votes (and the prior endorsement of the Executive Board); *Currents* received 5 votes (*Bay Currents*, 4); *Gateway 2*.

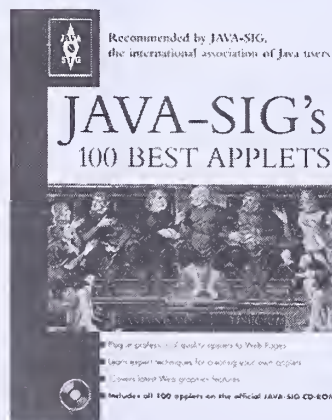
My thanks to Archives Chair Diane Fortner and Special Publications Chair Terry Dean who cautioned against changing names mid-volume (I was thinking new year). So...just call it *Bulletin* until Vol 69, no 1.

Would appreciate feedback on this query -ed.

Is there a place...where product discussions, questions, advice would fit? For example, I want to know if anyone has used or has an opinion on the IAC end user search product. Or how do people feel about Dow Vision? Or has anyone bought Findex at \$400 and is it worth the money? Or what are everyone's favorite news filters. I don't know if there is a need for this (other than me) or if a Q&A format (Dear Ms Manners) would work. Claudia_Fenelon@csaa.com

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CHANGING TECHNOLOGY, PERMANENT VALUES

by Lenay Milford

Our November meeting, held at the historic Mechanics Institute Library featured lively conversation, delicious hors d'oeuvres, and thought-provoking comments from speaker Michael Gorman, Dean of Library Services at California State University, Fresno.

The wonderful atmosphere at the library contributed in large part to the program's great success. But the major attraction was Dr. Gorman. More than 90 members attended the meeting, many bringing copies of his books to be autographed. Even Dr. Gorman seemed

Gorman acknowledged that our profession is truly blessed; we are living in a time of incredible technological advancement that allows us both to learn and to apply new developments to our lives and work. However, life will seek a balance: the greater the action, the greater the reaction. At present our concentration is rightfully placed on incorporating new technologies and new processes; however, by doing so, we must not forget the bigger picture.

I share Dr. Gorman's concern that librarians never lose sight of the values that they have

Change is concerned only with the processes; it is a serial event, not the heart of what we are. All the more reason then, if we are to survive and thrive in such a time, to distinguish between the process of change and the meaning and values of what we do.

surprised at his own popularity. His two most recent titles, *Our Singular Strengths: Meditations for Librarians* (ALA, 1997) and *Future Libraries: Dreams, Madness and Reality* (ALA, 1995), were available at the meeting.

I felt it a privilege to listen to Dr. Gorman, who gave an informative and, to my mind, comforting talk on values for libraries and librarians. We were not attending a speech; we were witness to a man taking a stand.

traditionally upheld, values he believes should form the underpinning of all library work:

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Dr. Gorman feels that these values are under attack from those who tout "the virtual library" and "the library without walls." Change seems to be the theme of everything around us now. His basic premise is very clear: our responsibility is not to beat back that change or to advocate electronic sabotage, but to thoughtfully assess the impact of technology on real libraries and real library service.

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Continued on page 14

Lively Welcoming Reception for UC Berkeley SIMS Students

by Barbara Glendenning

On Thursday, November 6, the San Francisco Bay Region Chapter hosted a welcoming reception at the UC Berkeley Men's Faculty Club for students in the first class of the new School of Information Management and Systems (SIMS). About 17 students from the SIMS program enjoyed wine and hors d'oeuvres, informal talks, and lively interaction with chapter members. **Charlotte Nolan** and **Michael Cooper** represented the SIMS faculty.

Speakers **Rita Evans**, **Richard Geiger**, **Maggie O'Brien**, and **Deborah Hunt** talked about their jobs and job histories and about the opportunities afforded by their SLA membership. They commented on the future job market and discussed trends in the profession. **Cristina Campbell**, **Terry Dean**, **Tim DeWolf**, and **Ingrid Radkey**, a member of the Academic Relations Committee, socialized with the students and answered questions about SLA activities.

This first SIMS class has 29 Master's students and nearly 30 new or continuing Ph.D. students. The SIMS home page (<http://www.sims.berkeley.edu>) offers a fascinating look at the current research being done in this new program. It also provides links to students' personal web sites. Their pages reveal a compelling diversity of work experiences, educational backgrounds, and interests.

The UCB student chapter has been inactive for several years while the SIMS program was under development. In order to reestablish it at least five students will need to join the Association. They will then have to petition SLA's Associate Director to form a new student chapter. Charlotte Nolan graciously offered to be the chapter advisor, if the SIMS students decide to organize one. Inquiries about starting a student group have already arrived in my

e-mail, so I am hopeful that an energetic group of student members may soon be affiliated with the San Francisco Bay Region Chapter.

SIMS students will be expected to complete a paid summer internship during summer 1998. Chapter members are encouraged to begin thinking of potential projects that might be of interest and be appropriate for an internship. Look for more details about internships in an upcoming *Bulletin*.

—*Academic Relations Chair Barbara Glendenning, bglenden@library.berkeley.edu, is Head of the Education-Psychology Library at UC Berkeley.*

November meeting continued from page 13

We are all dealing with new ways of doing things and with the psychological dislocation that we experience from such pervasive change. But Gorman points out that change is concerned only with processes; it is a serial event, not the heart of what we are. All the more reason then, if we are to survive and thrive in such a time, to distinguish between the process of change and the meaning and values of what we do.

Dr. Gorman's message is clear: although we have new libraries, and although many of the programs will be new and different from what we have known, our mission and the values that inform that mission remain the same.

Thanks to Valerie Gross, head librarian at the Mechanics Institute, Lenay Milford, Program Committee and Jeanne Fong and Karin Zilla, Hospitality Committee for an excellent program.

—*Lenay Milford is CEO of Milford Bookbinding, Stockton.*

The Great Hydrogen Beer Internet Hoax

A cautionary tale

by Eris Weaver

One morning I found a humorous story about "hydrogen beer" in my e-mail, forwarded to me by a colleague. It concerned a beer popular in Japan, allegedly manufactured by Coors and marketed by the Asaka Beer Company. The beer supposedly contained hydrogen, which created interesting effects such as a high squeaky voice — like you get when you inhale helium — and the ability to breathe fire by squirting it out of your mouth and lighting it with a match.

The source of the story was given as the October issue of *APS News*, published by the American Physical Society, an eminent association of physicists. Scientists should be a reliable information source, right?

Hmmm. Too many things about the story sounded fishy to me — mainly the fact that I had never heard anything about this product before, and tracking the alcohol beverage industry is part of what I do for a living. I had not seen any mention of it in any of the numerous beverage industry journals and newsletters to which my library subscribes. I could find no mention of an Asaka Beer Company in the *Modern Brewery Age Bluebook* (an authoritative source for the brewing industry), nor had I ever come across it in my research. Before I passed this story on to my co-workers, I decided I needed to confirm its validity.

I found the American Physical Society's website, complete with a PDF file of its newsletter. I downloaded the story in question, which was exactly the same as the version in my e-mail. At the top there was a credit to the Tokyo bureau of the Associated Press.

I went online and searched the AP News database on Dialog — nothing. I searched all of the DataTimes sources for the past two years and found exactly one article — a small science news bit that had run in the *Boston Globe* two days before. The *Globe* piece credited the APS.

I searched the Internet. I found about a dozen instances of the story, some of them crediting AP; the earliest one was dated January 1994. A few of them were on beer aficionado pages; the rest were homepages created by college students or various joke archives. None of them were exactly what I would call authoritative sources.

Continued on the following page



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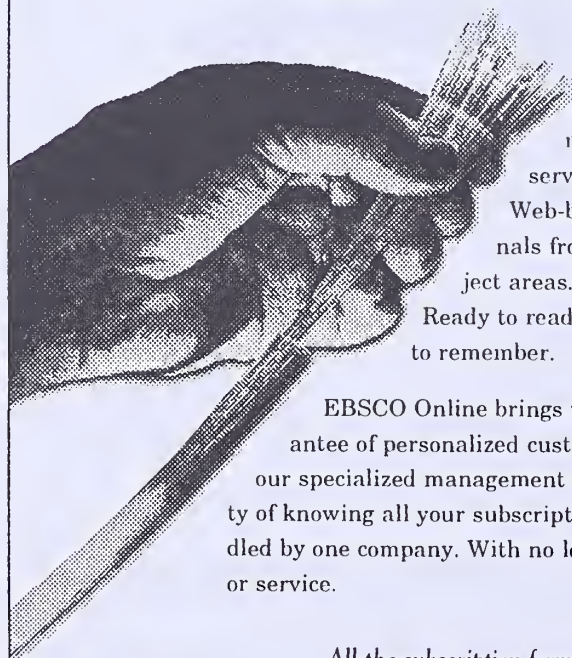
I telephoned the Associated Press and spoke with a librarian there, who confirmed that this story did not originate with AP. I called the to speak with the authors of the *Boston Globe's* piece — they turned out to be physics professors at Northeastern University. A *Globe* administrative assistant remarked, "my editor will want to hear about this!"

I phoned, faxed, and e-mailed rather strongly worded messages to all the parties involved. It read, in part:

"This should be a lesson to all of us to ALWAYS DOUBLE-CHECK OUR SOURCES, and NEVER immediately believe anything you find on the Internet. To print as "fact" something that turns out to be a total joke just makes you look foolish. I would expect scientists to be more careful about checking sources."

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One of the Northeastern professors sheepishly thanked me for the "well-deserved scolding" and promised a correction in an upcoming issue of the *Globe*. He also commented that "We physicists tend to trust the American Physical Society! What a lesson..."

That comment is the reason why I became so obsessed with exposing this story for the hoax that it is. As a librarian, webmistress, and educator, I have a passion for disseminating quality information and improving the Internet literacy of the general public. The fact that a *scientist* — not just one of them, but a whole association full! — could make such a blunder was amazing to me. And it was particularly disturbing to receive this story from a colleague who is supposed to be in the information business.

In many ways I love the Internet, and I cannot imagine how I would function professionally — or even personally — without it. But events like this scare me. That so many people have such blind faith in what comes out of a computer highlights the need for us information professionals to remain ever vigilant and to constantly educate our constituents.

And I thought my role as the Internet Hoaxbuster was over after the flying lawn chair story...

—*Eris Weaver, eris@marininstitute.org, is the librarian at the Marin Institute for the Prevention of Alcohol & Other Drug Problems.*

NO HOAX HERE! AN IMPORTANT MESSAGE FROM OUR PRESIDENT, RITA EVANS. DON'T FORGET! THE CHAPTER IS LOOKING FOR A FEW GOOD PARTY-THROWERS TO START PLANNING OUR 75TH ANNIVERSARY GALA IN MAY 1999. IF YOU'D LIKE TO BE PART OF THIS VERY SPECIAL OCCASION, PLEASE CALL ME, 415-558-0359 OR SEND AN E-MAIL MESSAGE TO: re@dolby.com.

Rights, Cameras, Archives!

the Professional Development Committee's fall workshop
on digitizing library collections

by Chris May

The Professional Development Committee celebrated Halloween with a morning workshop, "Digitizing Library Collections: from copyright to Websites," held at the Federal Reserve Building on Market Street in San Francisco. The program was introduced by Committee Chair **Wess Murdough**, and moderated by **Deborah Hunt**.

Roy Tennant, manager of the UC Berkeley Digital Library SunSITE was first of three presenters, and he offered a librarian's perspective on planning a digital library project. **Trudy Levy**, founder of the consulting firm Image Integration, gave an overview of digital imaging. **Karen Coyle** of the California Digital Library, University of California, spoke about ownership, copyright, and contracts in the digital realm.

Roy Tennant gave us a good news / bad news view of digital libraries. Anyone can create a digital library; its activities are identical to those of other libraries: SELECTION, ACQUISITION, ORGANIZATION, PROVISION OF ACCESS, PRESERVATION. The bad news: every procedure in this process is different for digital materials. He suggested guidelines for each of these areas.

- **SELECTION:** Focus on materials and collections unique or local to your library; build for a "critical mass" of materials; balance your vision, keeping your technical limitations in mind.

- **ACQUISITION** of digital materials will usually mean renting or leasing them. Consider whether new hardware and software will be needed, and whether your familiar interface will work. For materials you prepare, perform a cost/benefit analysis of digitizing them yourself.

- **ORGANIZATION:** There are no standard solutions to the problem of assigning names and addresses to digital objects. Uniform Resource Locators are notoriously unstable. Persistent URLs (PURLs) offer one solution (<http://www.purl.org>); there are others. Objects must also be catalogued; in the digital world this is called *metadata*. The usual cataloging tools provide too much or too little structure. One scheme for digital metadata is the Dublin Core (http://purl.oclc.org/metadata/dublin_core/); there are others.

- **PROVISION OF ACCESS** requires considering the needs of different audiences — offering your materials in multiple formats. It is often just a matter of "tweaking" to provide HTML, PDF, .doc and .txt versions. Making sure your collection is technically capable of inter-operating with related collections is the Holy Grail: a perhaps impossible ideal, but one well worth chasing.

- **PRESERVATION** formats are even less standardized than organizing schemes. Worse, digital materials will have to be regularly refreshed with new copies (easy), and migrated to new formats (hard). Worst, since all current systems will always be out the window in three to five years, we will have to keep thinking about this problem forever.

Continued on the following page

Digitizing library collections continued from page 17

Roy summed up with a list of the minimum components of a digital library —

- ✓ personal computer
- ✓ scanner
- ✓ camera (digital or analog)
- ✓ Photoshop — the full Acrobat program (not the free download or student version)
- ✓ some free or shareware programs
- ✓ someone to do the work
- ✓ a collection

— and his “Dirty Little Secrets” (*aka* “Tips for the Foolhardy”):

Learn as you go; focus on serving your users well. Digitize once at high resolution; back it up; design for migration; catalog with enough metadata to retrieve the information — and hope for the best.

Trudy Levy, speaking next, took a more “techie” perspective. She defined two types of digital library: the digital *archive* and the *production* library. In an archive, documents are

preserved as they are, and users may access the materials serially. The production library is more often part of the work flow of a business. It must be designed for multiple simultaneous users. Both libraries share the same cycle of SCANNING, STORAGE and RETRIEVAL. Trudy’s recommendations:

• **SCANNING:** Drum scanners are still the very high end, although some flatbed scanners approach drum quality and prices. Slides are a different technology, and add-ons to a regular scanner won’t give a high enough resolution; use a slide scanner for 35mm film (remember, you can hire the work out).

→ **Cameras:** Use either a digital back for a copystand camera, or PhotoCD processing of regular film. Film has the current edge.

→ **Resolution standards:** 72 dpi (dots per inch) for the World Wide Web; 300-600 for office printouts; 1200 and up for quality offset printing. For archives, go for the maximum resolution possible because,

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"it's like the box of vacation photos under your bed — you don't want to have to do it over, trust me."

For production work, resolution will depend on intended use.

Color: Depth recommendations are 30 bit for color (although printers and screens only show 24 bits) and 256 gray scale for "black and white" images (which aren't really black and white). This gives you some leeway to correct for paper color, spots, or flaws in the image.

- **STORAGE:** Trudy talked about three modes:
 - 1) *online* if you have enough computer space
 - 2) *"near line"* using CD-Rom or optical disk
 - 3) *off-site* using a service provider to host your library.

JPEG is the best file type for images, but GIF is still good for non-photographic data. Trudy recommends checking out FlashPix multiple resolution format. For application files, look for formats like Acrobat or Lotus Notes that allow annotations without requiring that you have the entire creator program.

- **RETRIEVAL:** In archives, the knowledge represented is usually more important than the representation itself; materials should be accessible through a catalog utility linked to the patron's browser.

- Low end solution: Microsoft Access with Image Axs Pro, \$500.
- High end: Bulldog with Informix or Oracle database, \$40,000.

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For production work, the "visual asset" itself is important; the administrative, legal, technical, and descriptive information that accompanies it is equally critical. The system must be able to manage the work flow and track the who and when of revisions.

Karen Coyle, of UC's California Digital Library, spoke about the alarming world of copyright in the digital age. "The word is COPY RIGHT," she pointed out, which is

"literally, the right to make a copy. But in the digital world, every viewing creates a perfect copy."

Coyle painted a picture of confusion and disarray as national and international law and policy makers struggle to react to developments no one has a handle on. For years librarians and publishers have cooperated to preserve intellectual property rights. Together they disseminated printed works under traditional legal guidelines of fair use and first sale rights. Now publishers, rushing to counter the perceived threat of digital competition (and groping for advantage in a new market), may damage these traditions — to the detriment of both libraries and their users and authors and the marketplace of ideas.

As a practical matter, libraries will most often lease rather than own digital materials. Karen spoke of the library world as an ecology rather than a collection of separate institutions — an ecology that would be damaged by too many bad contracts with database vendors. New contracts need to:

- honor current relationships
- preserve the traditional ethical climate of free access, user privacy and confidentiality
- conform to relevant library standards

Librarians will have to insist on compliance from vendors.

But this negotiation takes huge reserves of time and energy. To avoid signing thousands of complicated contracts Karen offered three models:

Continued on the following page

Digitizing library collections continued from page 19

- 1) The *Dialog/Lexis* model: Serves vendors well — many databases for one huge price.
- 2) The *Consortium* model: More library-oriented — institutions joining together to negotiate a better price.
- 3) The still-evolving *Digital Library* model: Large libraries with clout create digital collections with public funds; hammer out favorable contracts; and then add other educational and public libraries to the network. For-profit concerns pay to join, offsetting public investment.

[See SLA's "Principles for Licensing Electronic Resources," a draft position paper, available at (<http://www.sla.org/govt/diglic59.html>) -ed.]

Karen sees the current copyright conflict as a race between educators and librarians on

one side and publishers and media companies on the other. The race is far from over. She provided several links to more information on these topics, available online at (<http://www.dla.ucop.edu/~kec/futures.html>).

Kudos to the Professional Development Committee — Alice Sullivan, Claudia Fenelon, Beth Graham, Mary Ann Mahoney, Peggy Crawford, Debbie Jan, Beth Fain, and Wess Murdough — for producing such an excellent and timely workshop. And a special note of thanks to our volunteer reporter,

—Chris Mays, cmays@thecity.sfsu.edu,
a masters student at the San Jose State
School of Library and Information Studies.

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Publicity Committee outreach report

In an effort to expand participation options for members, this fall the Publicity Committee embarked on an experimental project — providing volunteer services to a non-profit organization called the Low Income Housing Fund. Chapter members were recruited (via e-mail and dinner meeting announcements) to volunteer for two Saturday sessions at the LIHF offices in downtown San Francisco. Our task was to get their library collection into working order.

During those two sessions we were able to make great advances towards our goal. We completed a review of the current collection for currency and for appropriate placement under established subject groupings; we weeded large amounts of materials including old newsletters, journals, telephone books, and annual reports; and we established a computer software support section for manuals and training materials.

To proceed further with this project, the committee has recommended that LIHF seek a volunteer who can work more closely with their staff during normal business hours to establish procedures for the ongoing operation of the library. (See below.)

I would like to thank those who volunteered for the Saturday sessions — **Christine Harris** at MTC/ABAG, **Cathy Yu** at UC Berkeley ILL, and **Anna Mancini**. I believe it was a fun and rewarding experience for all. I would also like to thank everyone who expressed interest but was unable to participate. Hopefully there will be future projects that will provide other volunteer opportunities.

—*Cynthia Bennington,
keyser@ix.netcom.com*

The **Low Income Housing Fund**, a non-profit organization which provides financing for low income housing, is seeking a volunteer to help establish a library. Possible tasks include: creating a shelf list; developing procedures for circulating materials; setting up a newsletter filing system. Suggested initial time commitment is 3 hours weekly or bi-weekly. Availability during business hours is required. Familiarity with FilemakerPro is useful. Interested persons should contact Mary Rogier at 415-777-9804. LIHF offices are located at 74 New Montgomery St., S.F.

SFPL Library Express services suspended indefinitely

I would like to thank the many members of the SLA SF Bay Region Chapter who used and supported the Library Express program at San Francisco Public Library during the two years of our existence. Your letters of support after the suspension was announced were also greatly appreciated.

The issue of fees in public libraries has divided the profession for years, and there are no easy answers. The present acting City Librarian and Library Commission seemed to consider this issue “too hot to handle” with all of the other SFPL problems and thus suspended the program to concentrate on “core services”. I look forward to continuing to serve the special library community in my new roles as Assistant to the Chief of the Main and manager of Information Services, ILL & AV.

—*Kathy Lawbun, kathy1@sfppl.lib.ca.us*

One member's response...

I wrote a letter to Regina Minudri of SFPL about the closing of Library Express. One of the things I pointed out was that Library Express served as outreach to the business community. I pointed out that it is difficult for us to get away from the office for three hours to go to the Civic Center. I asked what other outreach efforts she planned to make to the business community.

She wrote back and said that they were closing it because it was taking money away from other public services and not pulling its weight financially. She made no mention of her own philosophies of not having fee based services in public libraries, nor did she give me any idea on how SFPL would outreach to the business community.

—*Jaye Lapachet, posted to the NOCALL listserv,
archived at ([http://lawlib.wuacc.edu/wasblaw/
listserv.html](http://lawlib.wuacc.edu/wasblaw/listserv.html))*

Calendar

JANUARY

10 "Riding the Technology Wave: Staying on Board with Change", day long conference for paraprofessionals. Sponsored by: Peninsula Library System, South Bay Cooperative Library System & BAYLIS. Sun Microsystems, Mt. View. \$45. Info: 650-965-7799. [see announcement below].

16 "Representing the New Media Company", PLI Law Librarian's Seminar, San Francisco. Topics include: knowledge management and Intranet applications. Cost approximately \$150. Contact: PLI for additional information 1-800-260-4PLI.

20 SF Bay Region Chapter Breakfast Meeting. Lisa Yamanaco will discuss implementing a diversity program in the workplace. PGE Energy Center, 450 Howard St., San Francisco.

22-24 Special Libraries Association Winter Meeting, Arlington, VA. Contact: SLA Professional Development Department (202) 234-4700 x 679.

25-27 "Building Monuments for the Future", Special Libraries Association Winter Education Conference, Arlington, VA. Contact: SLA Professional Development Department (202) 234-4700 x 679.

30 NOCALL Business Meeting, Marine's Memorial, San Francisco. For additional NOCALL information: (<http://www.best.com/~loftus/calendar.html>).

FEBRUARY

18 SF Bay Region Chapter Dinner Meeting. Richard Bauhas of Hewlett-Packard will speak on project management. Gabbiano's San Francisco.

27-28 SCALL Institute in Palm Springs. See NOCALL info above for further details.

To list an event in the calendar, contact Sara Pedersen, sara_pedersen@mckenna-group.com, 650-354-4476/650-494-8660 fax

UPCOMING

March 19 SF Bay Region Chapter Hors d'Oeuvres Meeting. Chapter member Elena Herdman of Certified Personnel speaks on "Who Are You at Work". East Bay.

[note: For additional and timely calendar information check the chapter Website at (<http://www.sims.berkeley.edu/sfsla/>).]

Fourth Annual Paraprofessional Conference Riding the Technology Wave: Staying on Board with Change

Peninsula Library System, South Bay Cooperative Library System and Bay Area Library and Information System are pleased to announce "Riding the Technology Wave: Staying on Board with Change", Saturday, January 10, 1998, 9 am to 4 pm at Sun Microsystems in Mountain View.

The Conference is designed for paraprofessionals in all types of libraries including special, public, academic and school. Programs will cover website design, electronic reference resources, and much more. Among the scheduled speakers are Deborah Hunt from the Exploratorium and Roy Tennant from UC Berkeley. The cost is \$45 and includes lunch.

Last year over 150 attendees came from as far away as Sacramento and Monterey. So come and join your colleagues. The Conference promises to be enlightening, enriching and enjoyable!

For registration or more information, please call Advanced Information Management at (650) 965-7799.

Kaleidoscope continued from page 9

Mary Ellen Bercik, who left Apple before the library was closed, is at Netscape in Mountain View in the new position of Research Specialist. Her e-mail is mbercik@netscape.com.

Mark Mackler, our illustrious Infoline guru, is now the librarian at Sonnenschein Nath & Rosenthal, a large Chicago based law firm. His new address: 685 Market St. Phone: 415-8825-0888, fax: 415-543-5472, email: 5MM@sonnenschein.com.

Karen Reitz, formerly of Strategic Decisions Group, has a new job as Research Analyst at Russell Reynolds in San Francisco.

Julaine Whipple left Boston Consulting Group and is now Research Manager at Korn/Ferry, Menlo Park.

The apples don't fall too far...Now that the Apple Library is closed, **Anna Mancini** reports that the entire collection — corporate history archive, user group newsletters, and any journals related to Apple products — has been donated to Stanford University. It took ten movers a few days to pack and cart the 1500 boxes of treasures to Stanford, where they will ultimately be available in Special Collections.

Chapter librarians in the spotlight...The Bay Area was well represented at the recent Internet Librarian Conference in Monterey. There were presentations from: **Reva Basch**, Aubergine Information Services; **Monica Ertel**, Apple Computer; **Richard Geiger**, San Francisco Chronicle; **Cindy Hill**, Sun Microsystems; **Terry Huwe**, UC, Institute of Industrial Relations; **Michael McCulley**, Knight-Ridder Information; and **Diane Rosenberger**, Federal Reserve Bank.

In addition to pre-and post-conference workshops, there were tracks on: digitizing resources; managing organizational knowledge; virtualizing services; Net & Web management; Web searching; new technologies/new roles; Web library systems; training & the Net; and Net strategies and trends. The conference was so successful that Information Today has already booked the facility for the first week of November, 1998. Mark your calendars!

Hey, readers, we count on you to send us information about your doings! Don't be shy. Cris Campbell at ccampbel@library.berkeley.edu or Richard Geiger at rigerr@sfgate.com.

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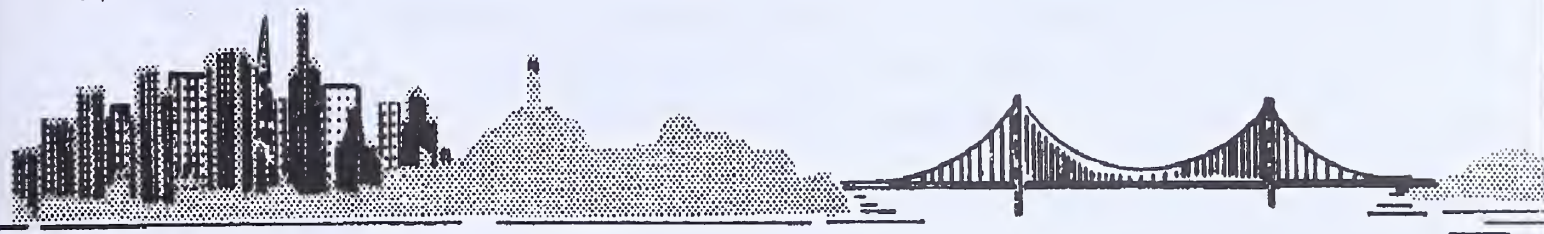
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SPECIAL LIBRARIES ASSOCIATION

MARCH/APRIL 1998 • VOL. 68 No. 4

President's message

from Rita Evans

Change has been the theme of my messages this year, but this time *I'm* going to change that and talk about what's going on right now in our chapter. We have an excellent line up of programs scheduled in the next few months, and they deserve the spotlight.

We have a wealth of talent in our chapter members, so I'm delighted that member Elena Herdman is the featured speaker at our March meeting. Elena will conduct a session to help us see more objectively who we are at our work. The hors d'oeuvres/meeting format, which has proved to be very popular, will allow plenty of time for informal networking and Elena's presentation. The price is right and we will be out at a reasonable time.

Just about everyone ranks networking as one of the primary reasons for belonging to SLA, and our April dinners will give you a special opportunity to explore that facet of your membership. Our second annual neighborhood dinners bring together 5 to 10 members in restaurants near where they live. Feedback from last year's participants was uniformly positive, as everyone relished the chance to really interact with colleagues in small groups.

Sure to draw plenty of interest is the Professional Development Committee's Spring workshop on finding information about privately held companies. Three excellent speakers will share the most effective techniques for tracking down this elusive body of information. We are indeed fortunate to have this kind of high quality program available locally at a very affordable price.

Continued on page 10

inside...

- **Looking for meaningful involvement?** Linda Suzuki tells you where to find it, page 11.
- **Electronic cottage joins the electronic village**, Reva Basch on Mendonomadic life, page 5.
- **The customer not the computer**, Marlene Vogelsang's report on electronic commerce, page 13.
- **Dirty politics** leave you disenchanted? The Nominating Committee has a clean slate, page 16.
- **Plus:** *NetTalk* on Internet Librarian '97, farewell to *Marie McKenzie*, what *Vendors & Librarians* say about each other, *New Members* and more...

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Special Libraries
Association

SFSLA Chapter Bulletin

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March•April 1998

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From the editor's desktop...

So what is it with deadlines?

Yes I know there is someone reading this who has already prepared her 1997 taxes, who does her laundry before she is down to her last pair of underpants, who has never sent a belated birthday card, and who is not photocopying handouts at 8:15 am for an 8:45 am presentation.

She is not, however, a regular contributor to this newsletter. More to the point she is not this newsletter's editor.

I confess. I who chide and complain about late copy, who issue dire warnings about imminent deadlines, I can be found pasting up ads in the hallway at the printer's or madly scribbling an editorial at 5 am. I, too, am a deadline deadbeat.

In the case of this page, some might surmise that I have nothing to say, and that I am procrastinating in the vain hope that inspiration will strike. But although I'm often at a loss, I'm rarely at a loss for words. And unless I have inadvertently offended someone, what I write here will be forgotten soon enough.

So why worry?

My latest theory is that this last minute flurry represents some atavistic response — part of the genetic code we share with our primate and hunter/gatherer ancestors for whom fear was the chief motivator. In the absence of physical danger how do we summon sufficient adrenaline to impel us to act?

Enter deadline dread.

When I was the librarian for an architecture firm, the weekend before any project or major proposal was due principals and support staff would always be working round the clock. No matter how often I asked for a heads-up on research requests, a haggard team member would be pleading for data the day before an interview. The habit of *charette* was so ingrained that no one could produce under any other conditions.

But this issue I'm determined to defy DNA. Not for me the "fallacy of imitative form." It's only February 2nd — 16 days before copy is due to the printer — and I've completed my editorial. I've beaten the deadline.

Wonder when I'll be pasting up the ads...

Copy deadlines:

May/June issue: April 1

Submit copy in the text of an e-mail message to ellah@sfpl.lib.ca.us; sorry, no attachments. Files on disk (Word for Windows or ASCII text) may be sent to Ella Hirst, 5819 Patton St., Oakland CA 94618. Ph: 415-557-4481; fax: 415-557-4475. Please keep formatting to a minimum. Unless the author's permission is expressly denied, articles may appear on the SF Bay Region Chapter's home page: www.sims.berkeley.edu/sfsla/.

Jobline Information

Jobline is currently maintained by the San Andreas Chapter. To list a position, fax the posting to Mary Walsh: 650-604-4988, or e-mail it to mwalsh@mail.arc.nasa.gov. For questions, phone her at 650-604-3140.

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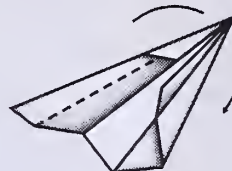
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Soapbox

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by Reva Basch

We'd been talking for years about moving to the country. The Plan was that when my husband Jerry retired, we'd build a house on the 20-acre parcel we owned on the ridge between Gualala and Anchor Bay in southern Mendocino county. Eventually even that remote and rugged area would be hooked up to the Net, and I could do my job—research, writing, and consulting—as easily as I could from Berkeley.

The first indication that the universe was nudging us northward slightly before schedule was a note in the local weekly, the Independent Coast Observer: thanks to the driving force of the Mendocino county school system Internet access was coming to the region. The second was that Jerry's employer, a small engineering design firm, closed down: a casualty of the corporate parent's re-examination of its core competencies. Given a choice between early retirement or Rochester, NY our destiny was clear.

Long story short: we ended up buying instead of building. We landed just a few miles south of our parcel, at The Sea Ranch, a development that extends 10 miles north from Stewart's Point to the Mendocino county line. Total year-round population: about 300. Our Berkeley house sold in a week, and we moved north on the first day of spring, 1996.

A FORTUITOUS GATHERING OF GEEKS

I'd been in touch with the guy who reported the Internet access story in the local paper, and a week after we arrived he invited us to the local PC Users' Group meeting. Normally, I avoid such geek-gatherings like the proverbial plague, but as newcomers it seemed foolish to pass up an opportunity to meet some of our neighbors. One of them turned out to be a former client from Information on Demand, now poised to launch the area's second Internet access service. Another, that evening's speaker, delivered a flawless presen-

tation of genealogical resources on the Net. Just a few weeks later, another fellow I'd met at that meeting started TSRlist—an online mailing list open to anyone, resident or not, who owns a house or lot at The Sea Ranch.

IT TAKES A LISTSERV TO MAKE A VILLAGE

TSR list has turned into a thriving virtual neighborhood of 200 or so members: a mix of year-round residents, weekenders, and others who seldom visit but regard their property here as a vacation home, an investment, or a retirement villa. Active participants range from a retired academic in his eighties who's lived here since the early '70s, to new owners and off-Ranchers. The list offers a variety of perspectives on Sea Ranch life and a day-to-day connection that adds to their sense of place. The list has become an important communication channel for postings of meetings and events, political campaigning, and reporting crises such as the occasional brushfire, or winter road closures due to mudslides and downed trees. There's the same kind of banter, casual conversa-

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Soapbox continued from page 5

tion and information-sharing—*Who's a good tree-cutter? Where can I get my jackets altered? Has anyone else heard the rumor about...?*—that mark any viable community, online or off.

NO SUCH THING AS A CASUAL LUNCH

Professionally, my move to rural California has been transparent to most of my clients, editors and colleagues. The major downside is travel. Highway 1 is a formidable barrier to attending either mid-day or evening meetings (including SLA chapter dinners; alas) in the Bay Area. There's no such thing as a casual lunch in the City or a one-day business trip anywhere. Air travel involves complicated scheduling and an extra night's hotel stay, often on both ends of the trip. As a result, I've become more selective about speaking engagements, onsite consulting, and conference attendance.

This would be a career-limiting move if I were just starting out as an independent information professional; at this point, fortunately, it's not a factor.

What is limiting, really, are the culinary options. The nearest Thai restaurant is an hour and a half away. Serious consumerism involves a trip to Santa Rosa or Fort Bragg.

Luckily there is a good bookstore in town. When *Secrets of the Super Net Searchers* was published, the owners of Gualala Books invited me to speak. The place was packed, and they sold all 15 of the copies they'd ordered.

My social life revolves mostly around friends from the listserv, much as my Bay Area life was shaped around people I'd met on The WELL. E-mail, my default medium even in the midst of civilization, is more important than ever (and yes, we do have a generator for when the power fails during winter storms).

THE CITIZEN HEARST OF LOCAL COMMUNICATIONS

Locally, the area known as Mendonoma is now served by three ISPs. But Sea Ranchers aren't holding their breaths for ISDN, let alone ADSL. We are an island of GTE subscribers in the midst of PacBell country; apparently our isolation and low population density make us an unprofitable little customer base. There's talk, especially as

more computer-literate entrepreneurs make the move north and settle into electronic cottages, of turning the place into a model telecommuting community: with cable modems, satellite uplinks, or whatever it takes to keep those data-packets pumping.

Several months ago, Jerry took over as administrator of TSRlist, and I became chair of the official Sea Ranch Web site committee, charged with creating a presence on the Net for the homeowners' association. I joke that, collectively, we're the Citizen Hearst of local electronic communications.

Remember that 20 acres on the ridgetop? We've got it on the market, at a very competitive price. It's in the PacBell service area, so you can probably even get ISDN.

—Reva Basch, reva@well.com, is author of *Secrets of the Super Net Searchers*, and a writer and consultant to the online industry.

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NetTalk

.....

Cybrarians in the cypress

by Tim DeWolf

One of this year's most useful conferences for information professionals was **Internet Librarian '97**, held in Monterey this past November. I didn't attend.

The upside to this is that having perused the program notes, talked to attendees, and visited the *Information Today* website, I can now expound upon the issues presented, unfettered by what was actually said or intended.

If you would like to get a clearer picture of the conference, I strongly recommend visiting www.infotoday.com, ordering the proceedings, or reading the various accounts in the San Andreas Chapter's *Faultline*. Now, in the true spirit of virtuality, I'd like to present (in mangled form) the issues I have gleaned from my colleagues.

WHERE DO WE FIT IN?

seems to be one of the predominant themes. I was particularly impressed by **Bob Norris's** presentation, "*Can I Still Be Valuable...even if I don't know my applet from my router?*" He points out that people no longer try to fix their TV sets or electronically sophisticated automobiles as they once used to. Using this model, it is valid to question whether cybrarians need to know technical server-side minutiae in order to function effectively. It is more important to develop liaisons with the techies who can help you get what you want than to be able to do it yourself. Next time I take my car to the mechanic, I can tell myself that I'm engaging in strategic partnering.

WHAT WILL WE NEED TO KNOW?

is what **Reva Basch** talked about, how to search effectively. Remember when a search strategy was basically a process of determining which database[s] to use and what command string to enter? On the web, we have myriad search engines with different features, methodologies and results.

Debbie Jan reports that the major search engines cover only a small percentage of the web's resources; for many questions search engines are inappropriate. Visiting industry association or government sites can often be a better use of our limited time. Moreover, we should not ignore the less glamorous, people-based resources on the Internet: newsgroups, listservs, online forums, conferencing systems. Human sources can offer considerable advantages over electronic ones.

HOW DO WE MAKE OUR OWN RESOURCES

available to our clientele via Internet or intranet? This is one of the essential ways we cybrarians can create a niche for ourselves. **Terry Huwe** gave a presentation in which he described the efforts of

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Continued on the following page

NetTalk continued from page 7

the SunSite team at the UC Library to digitize collections using pragmatic, simple-to-use techniques. Terry says, "I thought it was really interesting that so many people from around the country are employing the same strategy. Instead of using really expensive, powerful programs, they're using Adobe Photoshop, PERL programming, and optical character recognition software, just like we are."

"We should not ignore the less glamorous, people-based resources on the Internet... human sources can offer considerable advantages over electronic ones."

Another chapter luminary, **Diane Rosenberger**, talked about mounting databases of economic information on the web using Inmagic's WebPublisher: a delivery system that makes large

amounts of data available in searchable form without having to continually update HTML pages.

WHAT IMPRESSED ME MOST

about the conference is that we as a profession are really doing what we must to be viable in cyberspace. The threat has truly become an opportunity. For example, my organization has curtailed Internet usage for many employees, but it is pushing the intranet. Now I'm doing the searching for others, so I'm able to continually improve my Internet skills. What's more, I get to work on developing an intranet site that considerably expands my client base.

I understand that they're going to do Internet Librarian Redux next year. I'm planning to sign up, especially if it's in Monterey. My hope is that it will include the one glaring omission I found in this year's program: a golf tournament.

—*Tim DeWolf, tdewolf@ix.netcom.com, is Library Manager at BHP Minerals.*

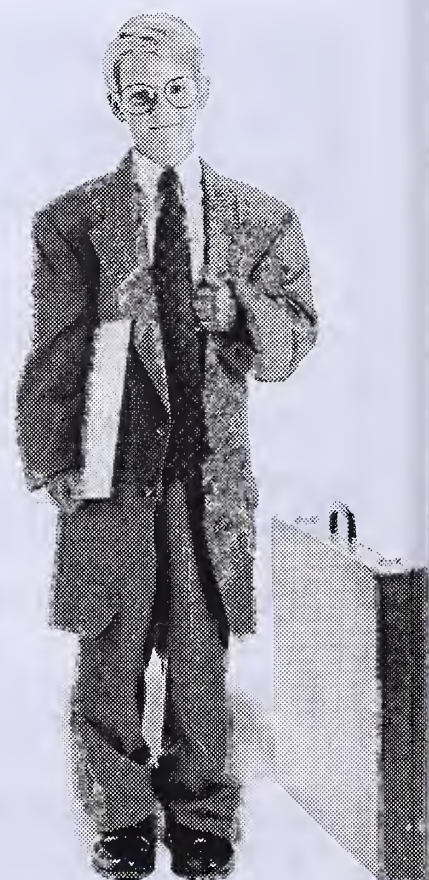
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THE LEADER IN INTEGRATED INFORMATION MANAGEMENT

Kaleidoscope

by Cris Campbell & Richard Geiger

Item, item, who's got an item? Our collection of news for this issue is short, but (mostly) sweet!

Charlotte Nolan, Associate Dean of the UCB School of Information Management and Systems, and perennial contact for our SLA Student Chapter and other UCB doings, will retire at the end of the spring semester. When asked about her plans, she replied that she had not planned much yet, and is just looking forward to more time for travel, bird watching, and catching up on the large pile of books stacked around her house. Sounds like a great plan to us!

On the new job front...**Tony Obregon** has left DeLoitte & Touche to begin a research position with the executive search firm Egon Zehnder. Reach him at: tony.obregon@ezi.net; phone: 415-228-5227.

Apple Library veteran **Anna Mancini** joins **Kurt Shuck** and **Gina Castro** at Arthur Andersen. She has a four day schedule (Wednesdays off!) and says she is glad to be back working in The City. You can reach her (or Kurt or Gina) at 415-546-8466.

Our ultra-reliable mailing chair **Jackie Grossman** decided it was time for a change. After 12 years at Littler Mendelson she is taking a new position as Head Librarian at Townsend & Townsend & Crew, specialists in intellectual property law. She is at Two Embarcadero Ctr., 8th floor, 415-273-4320, jlgrossman@townsend.com.

Catherine Ghent reports that Taylor & Associates has moved its San Francisco office. **Ursula Bernhart** will oversee SF operations from the 25th floor of the old Shell building at 100 Bush St. Catherine will be based in Albany, where Taylor has opened a new office to better serve East Bay clients. It's at 964 San Pablo Ave., Albany 94706. Phone: 510-559-1540 or taylorlib@taylorlib.com.

Continued on page 14

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President's Message continued from page 1

May marks the last of our chapter's programs for this year. A grand finale is planned at the California Culinary Academy, where we'll enjoy fine dining, indeed! But more on that later.

These programs are a big reason our chapter exists. I encourage you to take advantage of your membership and attend one or more of these events.

We have a great group of people on our Program, Hospitality, Professional Development, Tours, and other committees who do a terrific job of putting on informative and interesting programs. The leadership of Marlene Vogelsang, Sara Pedersen, Maggie O'Brien, Wess Murdough, Kurt Shuck and other committee chairs is essential to this effort. I'll bet you'd like to be part of such a great group, and you can! If you really want to get the most out of being in SLA, get involved in one of our many committees. You will take pride in presenting meetings, workshops and other events. You will develop new skills in a non-threatening atmosphere. You will meet new people and have a

lot of fun. You will help your association, your profession and yourself. I know I've gotten much more out of my involvement in SLA than I've given, and you will, too.

President-Elect Linda Suzuki's "Call to Participation" is on the facing page. Remember that most chapter assignments don't require a lot of time: 4 to 5 hours for the year is typical. Find something that sounds interesting, and get back to Linda. You'll be glad you did.

—Rita Evans is Information Resources Manager at Dolby Laboratories, San Francisco, where she manages the company's website and technical library.

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- **Do you want** to get more out of your SLA membership?

Get involved this year by joining a chapter committee. A minimal time commitment will bring new learning experiences and valuable professional contacts. Only through the broad-based involvement and participation of our members will our chapter grow and remain vital.

- **So sign up now**, and at the year's end you too will say, "I received more than I gave."

Use this form to check off the activities that interest you, and e-mail, mail or fax your choices to me by April 18. If you aren't sure what's right for you or need more information contact me or one of the committee chairs [see page 2].

Linda Suzuki

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|-----------------------------------|--|
| — Academic Relations | coordinates activities with SLA student chapter |
| — Advertising | solicits ads for the Bulletin and the Directory |
| — Affirmative Action | works to increase chapter diversity |
| — Bulletin | edits and produces chapter newsletter |
| — Directory | publishes Directory and maintains member records |
| — Finance | prepares annual budget and conducts audit of annual report |
| — Government Relations | monitors and reports on relevant legislation |
| — Hospitality | selects locations and makes arrangements for dinner meetings |
| — Infoline | retrieves and distributes chapter mail and messages |
| — International Relations | acts as liaison with the main SLA committee |
| — Mailing | coordinates mailing of newsletter and meeting |
| — Networking | acts as information clearinghouse & liaison to other organizations |
| — Professional Development | organizes continuing education programs |
| — Program | decides on topics & speakers and organizes meeting programs |
| — Publicity | publicizes chapter activities and coordinates community outreach |
| — Special Publications | produces newsletter index and other special publications |
| — Strategic Planning | directs long-range chapter planning |
| — Tours | organizes visits to member libraries & other related organizations |
| — Web | maintains and develops chapter website |

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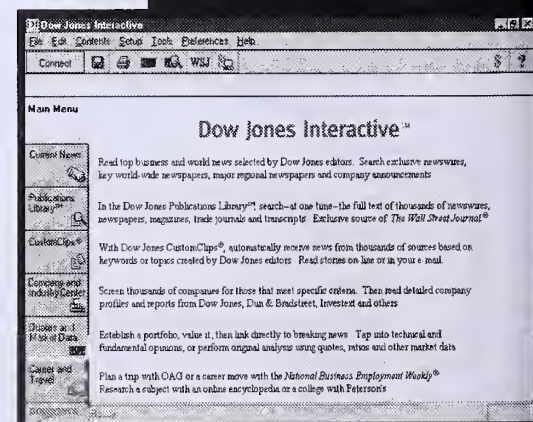
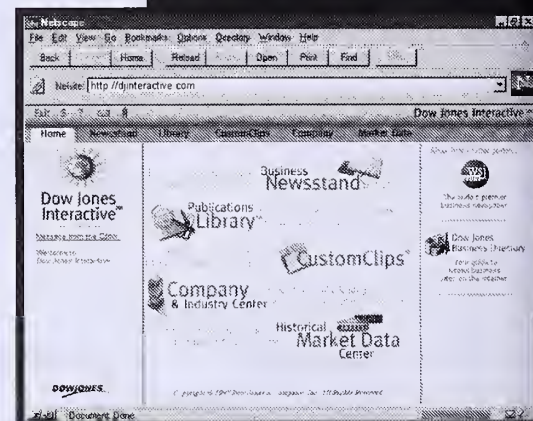
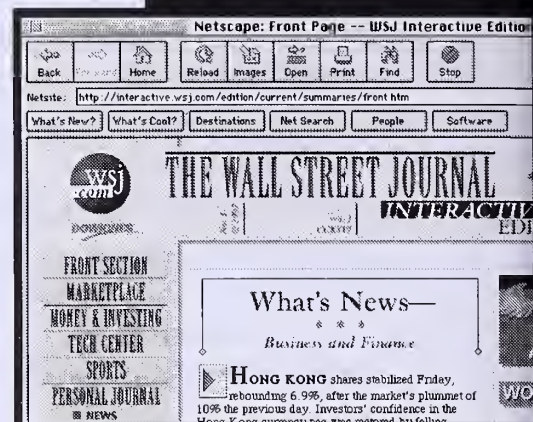
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Program notes

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e-commerce: less about electronic, more about commerce

by Marlene Vogelsang

Our January breakfast meeting, held at the PG&E Energy Center, was an exciting, but somewhat bittersweet welcome to 1998. President Rita Evans presented the nominating committee's slate of new chapter officers; we then bid a fond and sad adieu to Marie McKenzie.

Our scheduled speaker had cancelled, but thanks to the efforts of our Assistant Program Director **Sara Pedersen**, who recruited a speaker on short notice, we were offered a glimpse into the shopping wave of the future — electronic commerce.

The speaker was **Narry Singh**, a senior principal at the McKenna Group, a leading high-tech strategy consulting firm headquartered in Palo Alto. His talk provided a solid introduction to the structure of the electronic commerce industry: the characteristics of tomorrow's industry winners, and the key challenges and potential solutions to the mass adoption of electronic commerce.

THE DEATH OF DISTANCE, TIME & PATIENCE

Changes in information technology, organizational processes, and consumer expectations have led to the death of distance, time, and patience. Firms and consumers are looking to electronic commerce because it brings new dimensions of speed, interactivity, spontaneity, efficiency, and ubiquity.

At the most basic level, electronic commerce can be defined as the production and distribution of goods, services, and information between organizations and/or individuals using web technologies. There are at least three distinct segments of electronic commerce—

- business-to-business,
- business-to-consumer
- government-to-business

each of which requires different competencies and strategies. Business-to-consumer electronic commerce was the main focus of Singh's talk.

With all the hype surrounding this field, it's easy to overlook the obvious: electronic commerce is less about "electronic" and more about "commerce." Bandwidth, security, reliability and privacy are often identified as the key obstacles to mass adoption of electronic commerce; yet the technology to overcome most of these obstacles already exists.

BUILDING A CUSTOMER COMMUNITY

Industries with products and services that are information, price, and selection sensitive, will be the most natural initial adopters of electronic commerce. Winners will evolve their services and products to move beyond information sharing and transactions; they will build communities of stakeholders and customers.

Continued on the following page

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Kaleidoscope continued from page 9

Joan Galvez, Info Services Coordinator for the Alameda County Library System, recently returned from Baltimore where she was helping her husband Daniel Galvez install two murals at the new HCFA headquarters (for the acronym-challenged, that's the Health Care Financing Administration, which oversees Medicare and Medicaid). Daniel's next project is a mural for a new federal courthouse building in Sacramento.

Nautical item of the season...Faithful readers of this column will recall that co-editor **Richard Geiger** phoned Cris Campbell last summer from a pay phone in the San Juan Islands, to report that he would not be back in time to do his part on the column. Well, just before deadline time for this issue, Richard was off on a sailing adventure again, this time in the Marlborough Sounds near Nelson, New Zealand. Not even a pay phone to call from! He spent 10 days on a boat with his brother, who left the Bay Area 6 years ago on a boat he built and who has not returned since. (Evidently the area around Nelson is reminiscent of northern California.) A source of great excitement was the

Geiger ketch's being mistaken for a boat that had been reported missing—the scene of a double homicide! They kept being stopped for inspection by police boats and other sundry nautical vessels. Richard advises that they didn't do it.

Down Under is the place to be...**Nancy Bruer-Hufford** reports that she went "home" to South Australia for a family wedding and reunion. Her grandparents first arrived in Port Adelaide 120 years ago! Nancy planned to check out the local information/Internet scene, but was so busy socializing she didn't go near a library.

Off to the Land called Oz...Last but not least, we can't end this column without noting the departure of **Marie McKenzie**, who has played many roles in our chapter and enlivened many gatherings with her laugh and good humor. Marie's husband Ian will be the IT manager for Apple Australia. We will miss you, Marie! [Rita Evans' tribute to Marie follows on page 15.]

—Cris Campbell, ccampbel@library.berkeley.edu, is acting head of the UC Berkeley Public Health Library. When not at sea, Richard Geiger, geigerr@sfgate.com, is Library Director, San Francisco Chronicle.

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Program notes continued from page 13

CUSTOMERS PREFER FUN

The challenge for vendors is to develop compelling value propositions that allow customers of electronic commerce to do things they could never do in the physical world. Vendors will have to do more than just "incent" the first purchase if they want loyal return customers to keep coming back.

Singh used examples of some currently eminent "relationship focused" on-line vendors—Charles Schwab, Amazon.com, Travelocity—to illustrate that customers will prefer an electronic commerce experience that yields not just cost savings, but that offers control and convenience and is also customized and fun.

This was such an insightful and interesting program that I wish more members could have heard Narry Singh's talk. I am thinking quite differently now about e-commerce and it's many possibilities.

—Marlene Vogelsang is a Resource Specialist at the PG&E Energy Center, San Francisco.

Bon voyage, Marie...

Chapter President Rita Evans recalls the many contributions of departing President-Elect Marie McKenzie

Marie McKenzie, San Francisco Bay Region Chapter President-Elect, has resigned her position and has left the Bay Area to return to Australia. Her husband accepted a position with Apple Australia in late December, and with a third member of the family due to make an appearance this spring, Marie had to make that long flight Down Under sooner rather than later.

Marie has been an active member of the chapter and she'll be sorely missed. Most recently, as our President-Elect and Membership Chair, she's greeted our new members with an information packet and a welcoming letter.

Marie served as Director from 1995–1997, chairing the Program Committee during her second year. As Program Chair, she was a great innovator. She instituted the Neighborhood Dinners which proved so popular last April; she developed the hors d'oeuvres dinner format we now use twice a year: she distributed and tallied meeting satisfaction surveys, so that the Program and Hospitality committees would get regular feedback from attendees.

During 1993–1994, we all knew who was on the move and in the news, thanks to Marie's capable handling of the *Bulletin's* Kaleidoscope column. As editor at the time, I always looked forward to Marie's "theme" for each column, and to her delightful way of reporting transitions.

From 1991–1993 Marie co-chaired the Jobline Committee with Bob Britton. Thanks to their ingenuity and persistence, the Jobline, one of the chapter's vital services, made a huge leap from a balky tape-based system to a modern voicemail system. The following year they also developed and implemented the chapter's InfoLine. In recognition

of their outstanding contributions to the chapter, Marie and Bob were two of the recipients of the 1994 Chapter Professional Achievement Award.

As President, I've really come to rely on Marie's enthusiasm, tremendous organizational and logistical skills, and her marvelous sense of humor. I'm sure going to miss her. She provided me with so much help in recruiting committee chairs and getting the chapters' activities rolling this year, and she routinely reminded me of upcoming deadlines and activities.

Our loss is the Hawaiian and Pacific Chapter's gain, and we can't wait to hear that a new chapter is being formed in Australia!

—Rita Evans



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Meet the candidates:

nominating committee announces the 1998-'99 slate

The San Francisco Bay Region Chapter Nominating Committee slate of officers for 1998-99 is: **Jeanne Fong** for President-Elect/President; **Maggie O'Brien** for Assistant Director/Director, Program; **Molly Skeen** for Secretary. (**Kristi Wessenberg** continues in her term as Treasurer). According to the bylaws of the committee, candidates run unopposed unless there are nominations from the floor at the January and February chapter meetings. The election will be held at the regular February chapter meeting. Terms for these offices are two years and start in June.

JEANNE WARD FONG President-Elect/President

Education

MLIS, School of Library and Information Studies,
UC Berkeley, 1993
B.A. Anthropology, UC Berkeley, 1974

Experience

University of California, Berkeley:
1996—: Acting Head, Physical Science Libraries
1996—: Acting Head, Chemistry Library
1994-1996: Reference Librarian/Coordinator
of Electronic Information Services,
Kresge Engineering Library
1983-1993: Assistant to the Associate University
Librarian for Public Services and Technical
Services; Office Manager of the University
Librarian's Office

Professional affiliations

Special Libraries Association, 1994—
American Library Association, 1991—
Association of College and Research Libraries 1994—
American Society for Engineering
Division, 1994-1996
Library Administration and Management
Association, 1994—
California Academic Research Libraries, 1995—

SF Bay Region Chapter, SLA

Library Tours Committee, 1994
Professional Development Committee, 1994-97
Program Committee, 1994-96
Bulletin Editor, 1995-97
Hospitality Committee, 1997—

MAGGIE M. O'BRIEN Assistant Director/Program

Education

Library and Information Studies courses,
UC Berkeley Extension
Journalism, San Francisco State University

Experience

1994—: Regional Manager,
Advanced Information Management (AIM)
RCM Capital Management:
1983-1993: Director, Research Library
1981-1983: Assistant Librarian

Professional affiliations

Special Libraries Association, 1981—

SF Bay Region Chapter, SLA

Hospitality Committee, Chair 1997-1998
Strategic Planning Committee, 1996-1997
Fundraising Committee, 1995-1997,
Co-chair, 1996-1997

San Andreas Chapter, SLA

Hospitality Committee, 1995-1996

Business & Finance Division, SLA

Facilitator, Investment Services Roundtable
Discussion, SLA Conferences: San Antonio, 1991,
San Francisco, 1992

Association Level, SLA

Speaker, Career Development workshops,
SLA Conferences: Montreal, 1995,
Boston, 1996, Seattle, 1997

Primary black & white

on the nominations trail with Rita Evans

MOLLY SKEEN Secretary

Education

B.A., Seattle University, 1971

MLS, University of Washington, 1974

Experience

1997—: Consultant,
Skeen Information & Communication Services

1992–1997: Librarian,
Crew-Noble Information Services

1991–1992: Marketing Associate,
Innovative Interfaces
1986–1991: Marketing Communications
Manager, Carlyle Systems

1980–86: Librarian,
Federal Home Loan Bank of San Francisco
1978–1980: Librarian,
Fireman's Fund Insurance Co.

1976–78: Librarian,
Arthur Andersen & Co.

1974–76: Librarian,
Stevens, Thomson & Runyan

SF Bay Region Chapter, SLA

Publicity Committee Chair, 1995–96

When our President-Elect, **Marie McKenzie**, notified us in December that she would be resigning in January to return to Australia, the Executive Board and the Nominating Committee worked together to choose officers for the positions left vacant by Marie's move. First, we consulted the chapter bylaws and procedures which say that it is up to the board to fill all vacant offices, with the exception of President.

So the board asked **Linda Suzuki**, who had been nominated as President-Elect for 1998–'99, to serve out the remainder of Marie's term. Linda graciously accepted, and will become chapter president in June 1998. She's been diligently making up for lost time, and was able to attend SLA's Winter Meeting, an excellent orientation opportunity.

Linda's move left the President-Elect 1998–'99 position open. The board was delighted when **Jeanne Fong**, a candidate identified by the Nominating Committee, accepted the slot on the ballot. Jeanne will become President-Elect/Membership Chair in June 1998, and will serve as Chapter President in 1999–2000.

Although there was some board involvement in the selection process, we are pleased that the Nominating Committee had already identified Linda and Jeanne, two well qualified candidates, through our established nominating procedure. Continuity in our chapter leadership will be maintained, and we have two experienced people stepping into office. Thanks to the Nominating Committee, chaired by **Chris Orr**, and everyone else involved for a job well done!

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Awards Committee call for nominations **Chapter Professional Achievement Award**

We all know San Francisco Bay Region Chapter members who, year after year, give their talent, time and energy to the Chapter. Here is a great opportunity to see that those invaluable efforts are recognized.

The San Francisco Bay Region Chapter Professional Achievement Award rewards members, active or retired, for their "notable and enduring contributions to the chapter or the profession." Recent previous award winners are: Bob Britton, Marie McKenzie, Angie Brunton, Richard Geiger and Terry Dean.

This award emphasizes: local activity and leadership; outstanding efforts on behalf of the chapter; notable innovations on the job; participation at seminars or teaching activities; publication of a professional paper; or any other activities which promote public recognition of the chapter or the profession.

Nominate a fellow member by completing the form below. Nominations are completely confidential. The deadline for receipt of nominations is April 1.

.....

Nominee _____ Nominated by _____

Signature _____ Phone number _____ Date _____

On a separate sheet, please write a brief justification including pertinent biographical data about the nominee. Any chapter member may submit a nomination, and self-nominations are accepted. Forward in confidence to:
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Feature article

..... Librarians & vendors: can they talk to each other? a guide to professionally correct speech

by Elyse Eisner

Nearly four years ago, I was distressed to realize that colleagues were no longer returning my calls. At first I was puzzled. Was it something I had said? Then I realized that I had become a creature to be feared, shunned, avoided—I had become...a vendor! Further investigation led me to conclude that my friends and colleagues assumed that I was calling to sell them something (although I wasn't in sales at the time), so I stopped taking it personally.


Since then I've thought from time to time about the relationship between information professionals and their suppliers. At the Managers' Roundtable at the Seattle conference there was one speaker who addressed these concerns. I don't recall seeing many local chapter members there (Rita, you can go to the next page now!), so I decided to do some

local research. To avoid the appearance of favoritism or free advertising and to avoid putting anyone on the spot, all sources contacted for this article remain anonymous.

LIBRARIANS SAY

Most librarians receive lots of calls from sales reps offering everything from major big-name database products to small directories. Since these calls usually constitute an interruption, the conversation should be brief and to the point. Librarians are more likely to respond positively if the caller already knows something about the customer. One technical services manager says, "I usually just blow 'em off, or refer them to the collection

Continued on page 21



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New members

.....

by Marlene Vogelsang

The San Francisco Bay Region Chapter continues to grow. I'd like to invite all our new members to enhance their professional lives by becoming involved in chapter activities. Welcome to:

Marjorie Gross, at Guidant, a medical devices company in Santa Clara. She provides reference, patent searching, and all information services.

Coming to California from Chicago, **Julie Sowles** has a background in public and school libraries. She is pleased to have made a successful transition to the corporate environment, and is at the Information Resources Network at Northern Telecom in Santa Clara. This branch of the IRC call-in information service specializes in the enterprise network area of telecom services for business.

Currently a member in Canada, **Aimee Ellis** is an information specialist at the Canada Center for Inland Waters Library. The center's research spans scientific, environmental, and transborder issues related to the waters of the Great Lakes. Aimee has visited the Bay Area and may be looking to relocate here.

Erin Proto manages the Information Products and Services unit at Wilson McHenry Company, a public relations firm for the high tech industry. Erin's unit serves both the firm and its clients. She also works closely with the GTC, Global Technology Communications, a national consortia of companies involved in high tech activities.

Marie Emerson joined Boston Consulting Group in June as the Director of Information Services. She was previously working at a law firm in West Virginia. Marie's interests in hiking and biking are well suited to Bay Area living. She is also enjoying the local culinary scene, especially the abundance of vegetarian and ethnic cuisines.

Kristina Harrington is a regional sales manager for Disclosure, Inc. in San Francisco. Her focus is the corporate and professional services market in the Northwest. Kristina was formerly with DRI-McGraw Hill in Lexington, Mass.

Janet Ivaldi moved to the Bay Area from Connecticut last August. She had spent seven years as a chemist, working with Boehringer Engleheim and Pepsi-Cola International. She received her MLS at South Connecticut State University and is now an independent information broker specializing in science and technology.

Yet another former chemist in our ranks is **Camille Bonjean** who is working in the R&D side of R&T Hexel Corporation in Dublin, a materials and aerospace firm. She does research in the areas of composite and honeycomb materials.

Returning to libraries after a hiatus to raise her children, **Karin Kanafani** is enjoying the students and faculty at The College Preparatory School in Oakland, where she is a part-time assistant to the head librarian. Karin's other major interest is art and art history.

Erika Schmidt has recently taken a tech services and circulation position at the Mechanics Institute Library. Erika's long term goals are to work in the medical field and to utilize her undergraduate background in history and psychology.

Alison Brandt is a new student member in her second semester at SIMS, UC Berkeley. She has been working as a student assistant in libraries for many years and is currently doing bibliographic instruction at the Teaching Library. She would like to work in a corporate environment in the high tech area.

Welcome also to **Barbara Boster**, a new member in the Richmond area.

My apologies to the many new members that I have not yet contacted. I just ran out of time! I will do my best to get in touch before the next issue goes to press. Feel free to contact me, at 415-973-7206 or mxv6@pge.com, and tell me a bit about yourself. Introduce yourselves to us at meetings and join us on committees. You will find us an interesting and congenial group. Again, welcome to you all!

Feature continued from page 19

development librarians if I think they'll be interested." Another says, "I tell people up front that I have a VERY small budget and am not a good prospect for the service they're offering."

LIBRARIANS WANT SALES REPS TO LISTEN

"When I say I can't afford it, I mean I can't afford it. It irritates me to have someone persist as if I hadn't spoken." "If they ask me can they call again next [budget] year, I'll say sure, but I don't like to be hounded."

VENDORS SAY

Directness and honesty top the list. Reps need to focus on those customers who have a real interest in their products and services. They don't want to waste their own or the customer's time. The sales rep wants to find out whether the prospect has a problem: Is the problem serious enough to require a solution? Is the desired solution one that the rep's product or service can solve? If librarians are clear about what they need and want and about how much they are willing or able to spend, the rep can help craft a solution.

VENDORS WANT LIBRARIANS TO BE CLEAR

A former sales rep for an integrated library system wishes librarians would be clear: know your requirements and resources; be honest about who the decision makers are. She describes the expense involved in responding to RFPs, traveling to make presentations and setting up all-day demonstrations, only to find out that there was no budget for the project or that the person who could make the final decision wasn't even there.

It's a sales rep's *job* to make phone calls and visits. There are usually quotas to be met; the rep has to talk to those people who want the products s/he represents. If the librarian has no need for the rep's services, a fast "no" lets the rep move on.

Librarians and vendors sometimes seem to be adversaries, even though we know that we need each other. The sales rep knows that future business depends upon building customer trust and respect; the librarian knows that developing solid alliances with vendors will pay off in improved information services to clients.

—Elyse Eisner, eisner@tdl.com, is Library Services Manager for the Northern California branch of Advanced Information Consultants.

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 781-871-3861 fax
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 www.capv.com/documation

11 Joint SF /San Andreas
Tour of the Rosicrucian Museum
 in San Jose, 5:30-7:30.
 Contact: Leah Anderson
 650-496-1285

19 SF Bay Region Chapter
Hors d'oeuvres meeting
 Elena Herdman, of Certified Personnel on: "Who are you at work?" Men's Faculty Club, UC Berkeley, 5:45 pm.
 Contact: Jeanne Fong 510-642-4345, jfong@library.berkeley.edu

26 SLA Distance Learning
Program, "Everybody Wins:
Building Alliances for Greater
Gains". UC Berkeley, 10 am to
1 pm. [See announcement → →]

APRIL

16 SF Bay Region Chapter
Neighborhood Dinners.
 [Contact info: see enclosed flyer.]

17 SF Bay Region Chapter
Professional Development
Workshop on finding company
information. Golden Gate
 University, 8:30 am-noon.
 Contact: Beth Graham
 megraham@sirius.com
 [Detailed info: see enclosed flyer.]

To list an event in the calendar contact Sara Pedersen: 650-354-4476 /650-494-8660 fax or sara_pedersen@regis.com . For updated calendar information: www.sims.berkeley.edu/sfsla/.

UPCOMING

13 SF Bay Region
Chapter May Dinner
Meeting at the California
 Culinary Academy, SF.
 Contact: Mary Goglio,
 415-771-3536 or
 mmg@baychef.com

SF Bay Region May Tour
 of the newly renovated 9th
 Circuit Courthouse.
 Contact: kurt.w.shuck
 @arthurandersen.com

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W. David Penniman, Director, Center for Information Studies,
 University of Tennessee, Knoxville

Ellen S. Callahan, Senior Vice President, Director of Information
 Services, Putnam Investments

Nettie Seaberry, Director, Minority Business Information Center,
 National Minority Supplier Development Council

Moderator: Mary E. Marshall, Information Professional, LEXIS-NEXIS

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Treasurer's Report

1/1/97 THROUGH 12/31/97

—Kristi Wessenberg, Treasurer

INCOME

Allotment	6,740.00
Bulletin ads	5,342.00
Directory ads	195.00
Fundraising	2,810.00
Interest	1,586.57
Jobline	2,955.00
Library Tours	315.00
Meetings	10,577.00
Professional Development	3,135.00

Total Income 33,655.57

EXPENSES

Academic Relations	585.65
Bulletin	9,467.65
Director, Program	1,514.05
Directory	5,047.40
Hospitality	33.48
Infoline	66.00
Library Tours	613.15
Meetings	13,463.21
Membership/President-Elect	59.40
Networking	500.00
Nominating	154.82
Past President	158.78
President	643.90
Professional Development	2,891.20
Special Publications	134.18
Web	80.00

Total Expenses 35,430.87

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Total Balance 50,079.17

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The Bulletin

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SPECIAL LIBRARIES ASSOCIATION

MAY / JUNE 1998 • VOL. 68 NO. 6

President's message: *looking back while looking forward*

from Rita Evans

It was a shock when I realized last week that it was time to write my last President's Message. No, not so much how fast the time went by (although it flew past, to be sure), but more because I still feel like I'm in the thick of things. As I write this, we still have some big chapter events before the 1997-98 chapter year closes in June; I just facilitated the chapter's Distance Learning Program, and I've been spending a lot of time on chapter business.

But that's part of the chapter cycle — much of my time the past few weeks has been focused on the transition to next year's chapter leadership team, and in a couple of months it will be President-Elect **Linda Suzuki's** turn to focus on current activities. So before I bow out of the picture, I'd like to take a look back.

It's been my privilege to serve with an excellent group of chapter officers and committee chairs, and thanks to their hard work, enthusiasm and creativity we had another successful chapter year. One thing that's very difficult in a message like this is trying to decide who to thank, because everyone who helped make this a successful chapter year deserves a note of appreciation.

My six fellow board members and twenty-three committee chairs, along with dozens of committee members, all have contributed so much. They are the ones who made sure our chapter was on a sound financial footing, produced publications, helped members find jobs, made sure you received notices of chapter events on time, assisted a non-profit agency, planned for the future, acted as liaisons to students at SIMS, put on programs, identified future chapter leaders and maintained our web site.

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- **What does SLA have to offer** to a beginning librarian? See winning student essay, page 8.
- **Projects, plans & personality** at the February and March meetings, page 10.
- **Strategic alliances, savvy evaluations:** Professional Development reports, page 14.
- **Barefoot librarians...**Elyse Eisner on the perils & pleasures of working at home, page 18.

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Special Libraries
Association

SFSLA Chapter Bulletin

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May • June 1998

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From the editor's desktop...

Well no sooner do you say hello than it's time to say goodbye. This is the final issue of volume 68. The first issue of volume 69 will appear in September, on a new 5 issue per volume schedule.

No *Bulletin* would appear anywhere at all were it not for mailing chair **Jackie Grossman**, who ordered and delivered mailing labels without fail; it would appear full of typos and wierd spa ces were it not for the "Red Pencil Brigade", copy editors and proofreaders **Jim Cowan**, **Jo Falcon** and **Mary Goglio**. **Cris Campbell** and **Beth Edelstein** have done double duty as editors and proofreaders. Living within walking distance of the editor is something of a liability; both Cris and Beth have responded immediately to eleventh hour calls and early morning deliveries of *Bulletin* copy.

And to all the contributors, both on and off the *Bulletin* committee, many many thanks. It goes without saying that were it not for your efforts there would be no *Bulletin* at all. To departing Soapbox editor Beth Edelstein and NetTalk editor **Tim DeWolf**, who have been the source of consistently interesting and varied columns; to Kaleidoscope editors Cris Campbell and **Richard Geiger**, whose tidbits of member news are always a delight, I'm awfully sorry to see you go. To feature editor **Elyse Eisner**, who has written many insightful articles and to New Members editor and program reporter Marlene Vogelsang who, fortunately, are not leaving, I'm so glad we get to work together another year.

When I accepted this editorship it was with the vague notion that it might be "interesting to learn something about Pagemaker and desktop publishing." (To you, dear reader, who have had to endure these attempts at page design, thank you for your patience.) Little did I know that I would be overcome by an infatuation with type forms and the word on the page. Like all obsessive love affairs, this has been both exhilarating and exhausting. I have discovered an inexhaustible wealth of theory and design, but I have also neglected housework and sleep.

The *Chicago Manual of Style*, as you may have observed, has been somewhat less compelling; although I have to admit that it does my heart good to once and for all know when the comma goes inside the"". But, will someone please tell me, or will someone please decide: it 'internet' or 'Internet', 'web' or 'Web'.

Copy deadline for next issue:

Thursday, July 30, 1998

Submit copy in the text of an e-mail message to ellah@sflib.ca.us; sorry, no attachments. Files on disk (Word for Windows or ASCII text) may be sent to Ella Hirst, 5819 Patton St., Oakland CA 94618. Ph: 415-557-4481; fax: 415-557-4475. Please keep formatting to a minimum. Unless the author's permission is expressly denied, articles may appear on the SF Bay Region Chapter's home page: www.sims.berkeley.edu/sfsla/.

Jobline Information

Jobline is currently maintained by the San Andreas Chapter. To list a position, fax the posting to Mary Walsh: 650-604-4988, or e-mail it to mwalsh@mail.arc.nasa.gov. For questions, phone her at 650-604-3140.

President's message continued from page 1

It's really gratifying to see what high quality work a group of talented, dedicated and motivated volunteers can do. I particularly want to thank: *Bulletin* Editor **Ella Hirst** and her committee for producing six issues of the best chapter newsletter in SLA, a delightful combination of news, features and commentaries; Director/Program Chair **Marlene Vogelsang**, whose committee produced eight terrific monthly programs, and who personally coordinated production of event notices and mailings; Professional Development Chair **Wess Murdough** and his committee for offering members two very informative, timely programs; Hospitality Chair **Maggie O'Brien** and her committee for finding the right combination of location, cost, food and ambience for our monthly meetings; Past-President **Linda Vida** for her guidance and advice — I can't imagine getting through the year without her help; former President-Elect **Marie McKenzie** for her encouragement, logistical skills and invaluable assistance in the first half of our chapter year.

And I want to thank all of you, my colleagues in the San Francisco Bay Region Chapter, who hon-

ored me by entrusting me with the office of President. To be recognized as a leader by my peers means so very much to me, and the friendships I've made will always touch my heart.

Looking ahead. It's been a pleasure working with President-Elect **Linda Suzuki** the past few months, and the chapter will be in good hands next year. As we look ahead to 1998-99, Linda already has planning well underway and is forming committees for next year's special events: the chapter hosts SLA's Winter Meeting and Education Conference in January and celebrates its 75th Anniversary in May 1999. *[note: See page 22 for Linda's resume, which omitted from the list of candidates in the March/Bulletin.]*

Linda is looking for volunteers for those events and for all of our standing committees. If you would like to both contribute and get something back for your investment of a few hours time, call Linda — there are lots of opportunities.

Onward!

—Rita Evans is Information Resources Manager at Dolby Laboratories, San Francisco, where she manages the company's website and technical library.

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Soapbox

..... Extreme Librarians: do they exist?

by Cindy Hill

April 1, 1997. The phone rings. Nancy Garman, vice-president of Online Inc., is asking me to be a keynote speaker at Online World 1997. At first I think it's an April Fool's joke. When I realize she's serious, I feel honored and accept. But my delight quickly turns into terror — why did I say yes? What could I say to all those industry experts? I should be listening to the keynoter, not be one.

Nancy asked me to speak about the future of our profession — where are we heading? For months I searched for a metaphor that I could use to bring together all my ideas about our dynamic profession. It wasn't until I was on a long flight to Copenhagen that I had an epiphany...extreme sports.

The term *extreme sports* describes sports that are outside of the mainstream sports world. *Extreme librarians* are those involved with projects that are unusual, different, outside the "norm."

WHY DO EXTREME SPORTS EXIST?

Participants are looking for a thrill, a rush, a supernatural high. Extreme sporters expand the familiar beyond its limits. Surfing has morphed into snowboarding which has morphed into skysurfing.

EXTREME LIBRARIANS?

They see a challenge, tackle it, and come up with an original solution. Some of the first library extremists that I met were **Sue Rugge, Betty Edison, Reva Basch, Linda McKell**. They took on document delivery, database design and software development, research consulting, people management — new services that have changed the way information professionals work.

WHO PARTICIPATES

in extreme sports? Remember the *Type A* and *Type B* personalities? Temple University psychologist Dr. Frank Farley has identified another personality model, *Type T-Positive Physical*. A Type T person is extraordinarily extroverted, creative, and craves novelty and excitement. Some Type T's manifest

themselves in a physical way, through sports. Others do it through intellectual pursuits. Innovative thinkers such as Michelangelo, Albert Einstein, Thomas Edison are *Type T-Mental*. Type T's let go of the handrail; in fact they may slide or skate down it. They create and change their own environments.

Do we have Type T's? Do we have innovative thinkers and doers in our profession? Yes! It's evident at the annual SLA conference, at Online

Look for what excites you about the profession. You'll know you've found it when you feel passionate about it.

World, at Digital Libraries and at our newest conference designed to address a current need: Internet Librarian. Look at the speakers, planners and attendees, and you'll find our creative, exhilarating minds.

WHO BENEFITS

from extreme sports? Obviously, the participant. Doesn't that bungee jumper look happy? (At least most of the time.) The marketplace loves extreme sports; Nike and REI benefit from new customers who require new gear. Consumers benefit when extreme sports technologies transfer into everyday products such as safety devices or new, more durable fabrics.

In the information profession, our clients benefit from faster, more accurate and comprehensive services designed specifically for them. The marketplace benefits as information providers see increased revenues. And we benefit. We receive the satisfaction and personal rush from providing exactly what our clients want.

ADVENTURE LIBRARIANSHIP

What kinds of ventures do extreme librarians embark on? **Steve Coffman** at the Los Angeles

Continued on the following page

Soapbox continued from page 5

County Public Library and his staff developed *FYI*, a fee-based service based at a public library. Steve looks for unique partnerships with other information providers; he's identified core services that industry is willing to pay for, and his staff knows how to price, package and sell information.

Mary Ellen Mort, a public librarian, created *JobSmart*, a web-based resource for people looking for employment. Mary Ellen partnered with a local TV channel and radio station: they provide the server; she provides the content.

Stuart Weibel at OCLC is helping create *Metadata* standards, the core elements which describe website content for enhanced retrieval.

Pamela Samuelson, Professor of Law and Professor of Information Management and Systems at UC Berkeley, challenges publishers, librarians, and readers to examine the interdependence of copyright, licensing agreements and global access to information. Dr. Samuelson recently received a MacArthur Foundation Award for her work on copyright law.

WHAT DOES THIS MEAN TO YOU

as an information professional? Extreme sporters have found their unique niches and strive to excel. Look for what excites you about the profession. You'll know you've found it when you feel passionate about it. And then push as far as you can. Involve others by getting them to contribute their expertise or ideas. Be open to new avenues of thinking. Share your passion. Talk to people outside the profession.

Today's niche may not be tomorrow's niche. You may find other interests or move in another direction. Be willing to explore other avenues. Remember the surfer who morphed into the snowboarder who morphed into the skysurfer? What will the next morph be? What will you morph into?

—Cindy Hill, cynthia.hill@corp.sun.com, is Manager, SunLibrary, Sun Microsystems, Inc.

[Cindy is a past-president of the San Andreas Chapter and is currently a Director of SLA. She was on the cover of the March Library Journal.]

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NetTalk

.....

On the highway again

by Tim DeWolf

In an attempt to garner some benefit from El Niño, a couple of really special librarians and I headed up to Mt. Shasta to catch some spring skiing. To avoid Tahoe gridlock, we stayed in the picturesque hamlet where I misspent my elementary school days: Dunsmuir, CA. One of the most appealing aspects of this small community is that it conveys a sense that time has stopped; things are very much as they were when I lived there.

Our hosts were the Dewey family, who run the Cave Springs resort along the Sacramento River. Louie, Belinda and their three teenagers have a marvelous appreciation of the natural beauty they have grown up in...They're also on the net.

When the girls weren't showing us the multitude of websites designed and maintained by the local high school students, they were in a chatroom electronically conversing with their brother, who is spending the year in Brazil. Even Louie, who last year didn't think much of the web, spoke proudly of www.cavesprings.com.

I was reminded of the March 26, 1998 *New York Times* article "Guess Who's Going Online." The gist is that cyberspace is undergoing a demographic shift with older, less technologically astute folks moving in to what used to be the domain of the nerdy young. The web, which looked early on like a technology in search of an application, is finding validation from unexpected sources. The consequences, both positive and otherwise, to the ways in which family members are brought together are fascinating. It's one more example of a sea change that the net has produced in the way we communicate with each other.

The impact of this development on information professionals is that it's getting crowded out there. This is of particular concern as traditional information providers migrate onto the web and abandon their dial-up access. Starting next year Dow Jones Interactive will be available only via the

web, and many of the leading services are moving toward putting all their eggs in the web basket. The rationale for information providers is hard to fault. The web interface is easier to upgrade and more attractive to the end-user market. But the same impulse to avoid the crowds that took us up to Shasta to ski applies to our desire as professionals to get our information quickly and directly. Let's hope the net infrastructure can keep pace with the traffic.

With this issue, I'm concluding my NetTalk editorship. Except for the periodic terror imposed by deadlines and my broken promise about including the expertise of others, it's been a rewarding experience. Thanks to **Terry Huwe** (my sole contributor success story) and to **Ella** (Citizen **Hirst** for her support and management skills in keeping me in line. I hope my successor will be more successful at getting contributors. As chapter jobs go, being a *Bulletin* contributor is not bad: you don't have to show up at meetings, you get high visibility for minimal effort, and you choose your own hours. It's the chapter equivalent of telecommuting.

—Tim DeWolf, tdewolf@ix.netcom.com,
is Library Manager at BHP Minerals.



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Award winning essay

note: the Academic Relations Committee sponsored a student essay contest for a \$1000 stipend to the SLA Annual Conference this June.

The role of the Special Libraries Association, and other professional information organizations, in launching and sustaining a career as a librarian

by Charles Cronin

Professional information organizations like SLA are more than forums for their member's ideas or clearinghouses for employment opportunities. I think they serve a larger purpose, as a sort of intellectual central station for their members; a place to check in, or at least pass through periodically, as one goes about work on one of the many lines that it serves. They provide the big picture — identifying significant political and technological developments in library and information science, promulgating competency requirements, organizing educational opportunities — that all practitioners need to keep current with, to function in, and effectively contribute to, their particular information field.

More specifically, how might SLA and related organizations play a role in the professional development of someone like me — a relative newcomer to the information field, with a background in law and in music? My graduate coursework at Berkeley has introduced me to broadly applicable principles of information management, search and retrieval. But to get a deeper perspective into specialized information systems and the management and technology issues that are specific to them, I expect to rely largely upon SLA, the Music Library Association, and the Northern California Association of Law Libraries. The resources they provide on education, research, employment and publication opportunities in specific fields are essential to launch a career as a librarian, and the relationships with other members of the profession that they foster are essential to sustain this career over the long term.

The work of professional information organizations in filtering news and identifying important issues is more vital today than ever before not only because of the great quantity of information produced in many disciplines, but also because it is

embodied in an ever expanding array of print and digital media. The Music Library Association, for instance, has brought the attention of its members to Internet music audio transmission — a technology not yet widely implemented, but one that is sure to play a larger role in the future. In other words, SLA, and related professional information organizations, provide reassuring ballast to the practitioner in a field convulsed by technological changes so profound we cannot yet even begin to take the measure of their impact.

Participation in organizations like SLA also offers a less obvious benefit than those I have already mentioned — namely the incalculable pleasure of discovering people who share your interests. Always, I have found, the anxieties and reservations that attend starting a new job, moving to a new neighborhood, enrolling in a new school, diminish or evaporate with the exhilarating discovery of — to use a shopworn but evocative phrase — kindred spirits. It is, of course, the cumulative energy of sympathetic personalities that undergirds organizations like SLA, and that led to their establishment in the first place. As I pursue my career as a librarian, I am certain that the friendships I form with members of SLA and other professional information organizations will not only enhance my expertise as a librarian, but also generate the sort of inner enthusiasm for my work that results from shared interests among compatible colleagues.

—Charles Cronin, chassi@info.sims.berkeley.edu,
School of Information Management and Systems,
U.C. Berkeley. Charles is the student representative
to the University Librarian Search Committee.

Kaleidoscope

.....

by Cris Campbell & Richard Geiger

Gentlepeople, start your engines! At a recent Classic Sports Racing Group event at Sears Point, **Ann Jensen** could be spotted behind the wheel of a black 1952 Jaguar XK120, in a pack of about 25 vintage race cars from the 50's and 60's, including an almost identical 1953 Jag driven by her husband Joe. Even though most of the drivers hail from decades earlier than their cars, the thrills keep them youthful!

A rendezvous far from home. On a trip to Chile and Argentina in January, **Terry Dean** visited **Joan Schopf** and her husband Cliff at their beautiful home in Santiago. Terry reports that they had a wonderful alfresco meal of Chilean seabass at the typical South American dinner hour of 10 P.M. Joan is leading a corporate wife life — playing golf, learning Spanish, volunteering at a women's shelter and traveling. She did ask Terry to bring her a supply of dried cranberries, film, and canned mandarin oranges!

Terry was not the only one to head well south of the border this winter. **Beth Edelstein** and her family travelled to Costa Rica and enjoyed visiting rain forests, beaches, and volcanoes, and seeing quetzals, tree sloths, monkeys and toucans. This in contrast to their vacation last winter which took them to Antarctica and its albatrosses, penguins and icebergs! Beth reports that she and husband Norman will head for Japan and China in April, where Norman will be lecturing at universities and scientific institutes. They will be guests of the Chinese Academy of Sciences in Hefei and Beijing.

And to continue on the vacations to the south: **Reva Basch** of Aubergine Information Services was anchored off Curacao on the cruise ship *Stella Solaris* for the February 26th total solar eclipse. According to Reva, it was awesome and to describe it in any more detail would take pages. This was Reva and husband Jerry Shifman's second total eclipse, and they've already booked their third: the Black Sea in August 1999 on the same ship! A professional note: Reva's latest book, *Researching Online For Dummies* has just been published and should be out in June.

Thinking of a career change? **Karen Zilla** is thrilled to have made one of her own; maybe she can help you with yours! She is now Manager of Information Management Services, joining **Elena Herdman** at Certified Personnel. She is working on placement for librarians, library paraprofessionals, and other information management career and temporary positions. Contact info: 415-433-3600 or kzilla@certified-personnel.com.

More on the work front shuffle. **Lydia Dehn**, formerly at Knight-Ridder and a speaker at the April San Andreas Chapter professional development program [see page], has joined IAC as a project manager. She reports that the reorganization there (is there anywhere that *hasn't* reorganized?) has all of the project and product managers in a small think tank, and that it's lots of fun. To reach her: 650-378-5019, lydia_dehn@iacnet.com.

Continued on page 23

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Program notes

Be prepared! February meeting focuses on project management

by Maggie O'Brien

Ninety members and colleagues enjoyed our February dinner meeting at Gabbiano's. The crowd included many new members and student members, particularly from San Jose State. It was great to see so many new faces. Anna Mancini, stepping in for **Marie McKenzie**, introduced our speaker, Richard Bauhaus, Project Manager for the Project Management Initiative and for Corporate Engineering at Hewlett Packard in Palo Alto.

Given the impossible task of defining and describing in 45 minutes the complex aspects of a subject that can require semesters of study, Dr. Bauhaus rolled up his sleeves (literally) and gave an excellent overview of the intricacies and merits of good project management.

A PLANNED PROCESS

The terms "project" and "project management" have been widely misused. There is a distinction between project management and operational tasks: repetitive, daily activities such as brushing one's teeth, checking e-mail or conducting an online search. Project management, on the other hand, is a planned process with a definite beginning and end; it is used in organizing a move, automating a library or cleaning out the garage.

COMPETING PRIORITIES

Time, resources and outcome (aka scope, functionality) are the critical factors in project management. They are constantly competing for priority and must be re-evaluated as the project goes on. Good project management involves setting and conveying realistic expectations. It takes continuous communication and a clear understanding of task interdependencies to keep a project on target.

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THE PLAN'S THE THING

The essence of project management is thorough planning: choosing the project team; organizing, managing and measuring the progress of the project; selecting tools which accomplish the desired result(s).

Dr. Bauhaus' talk focused on the Process component: the steps necessary for defining and organizing, planning and tracking a project. He emphasized the importance of assessing risks and creating contingency plans with an example from his own experience. Dr. Bauhaus was relocating a laboratory from one site to another several miles away, along a road which had a tendency to flood. Because he had a back-up strategy and an alternative route ready, the team quickly switched routes when the road washed out. The move was accomplished on time,

Good project management involves setting and conveying realistic expectations.


and the cost of developing a contingency plan paid for itself by saving the project.

With the rapid change and increasing complexity and competition in the corporate world, Dr. Bauhaus feels that good project management is critical to maintaining a decisive edge. He said corporations have been focusing too much on training, when they should be teaching project management and adopting a project-oriented philosophy.

Many thanks to our meeting sponsor, **Certified Personnel**, and our table sponsors, **Advanced Information Management** and **Taylor & Associates**. Hospitality help from **Maria Siatos** and **Kurt Shuck** is appreciated as always. Extra thanks to **Linda Yamamoto** who, in addition to her e-mail reflector and chapter directory responsibilities, has assisted regularly at the registration table.

—Maggie O'Brien, maggie.aimusa@juno.com,
is with *Advanced Information Management*.

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What's My Type?

March meeting looks at personalities

by Susan Paulsen

Who am I? How do I work best? How does who I am affect my work environment and relationships with colleagues? The sixty-five Chapter members gathered at the UC Berkeley Faculty Club March 19 for hors d'oeuvres and beverages explored these and other questions with chapter member **Elena Herdman**, whose theme was: "Better Communication in the Workplace Using the Myers-Briggs Personality Indicators."

Elena, who led the attendees in interactive exercises and discussions, has a composite career: she is director of information for an independent personnel agency and a career management consultant.

The purpose of the Myers-Briggs test, one of the most widely used personality inventories, is to help people communicate better in a diverse workplace

Continued on the following page

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Program notes continued from page 11

and reach consensus rather than point fingers at each other. Elena emphasized that only about 7% of communication is content; 38% is vocal (*how* something is said), and 55% is non-verbal.

The Myers-Briggs model — which was developed by a mother daughter team — divides personality types into four main areas:

- Orientation to life (attitude)
- Perceiving (function)
- Judging (function)
- Lifestyle (attitude)

Each area represents a continuum: *orientation to life* estimates one's tendency toward extroversion or introversion; *perceiving* measures one's tendency toward sensing or intuition.

As a good starting point for more information about the Myers-Briggs test and its usefulness in the workplace, Elena recommended *Type Talk at Work* by Otto Kroeger, DTP Publishing.

After Elena finished her presentation, we all took a Myers-Briggs test and broke into teams to discuss the personality types and how they can influence our working relationships. Lots of fun and lively conversation ensued.

Big thanks to **Mary Torres** for coordinating our speaker; to Hospitality Committee members **Jeanne Fong** and **Tony Landolt** for handling those "niggling little details;" to **Elena Herdman** for a job well done; and to **Information Access Company** and **Advanced Information Management** for generously sponsoring the meeting.

—Susan Paulsen, spaulsen@ebSCO.com, is an Account Services Manager with EBSCO.

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Kaleidoscope continued from page 9

Stop the presses! It's a boy! **Marie McKenzie** gave birth to 'Baby McKenzie' April 20 at 8:20 A.M. (Australian Eastern Standard time). mother and According to proud father Ian, who sent out the news (and picture) over the net, mother and son are both doing well. No e-mail address for Marie, but cards and letters would be most welcome at 4 Alan Ave., Seaforth, NSW 2092, Australia.

Return of the dynamic duo...**Claudia Wittig** is now working for **Katharine Eckles** as an Information Specialist at Silicon Valley Bank Corporate Information Center. Claudia assists with research for headquarters and the bank's nationwide offices and she is part of the corporate intranet development team. You can reach her at (408) 654-3002, cwittig@svbank.com. Katharine, who started the Information Center at SVB last year, was recently promoted to Vice President, Information Services.

Onward and upward...Congratulations to **Jane Metz** who is now heading up the Palo Alto library of McCutchen, Doyle, Brown & Enerson. MDDBE closed the San Jose office and merged it with the Palo Alto office in a brand new building. Jane had the "fun task of weeding, moving and consolidating two libraries into one." Contact info: 650-849-4829, jmetz@mdbe.com.

On the road to... Longtime Chapter member **Mike Kleiber** is recovering from double bypass surgery. **Dan Krummes** reports that Mike is doing well and should be back at work shortly. Mike was Head Librarian at UC Berkeley's Institute of Transportation Studies Library through 1992. He currently works part time as a transportation information consultant and half-time with the ITS Library's PATH database project — the world's largest database on intelligent vehicle/transportation systems. (Coincidentally, former Kaleidoscope Editor **Seyem Petrites** is PATH Database Manager.).

Hasta la vista from Cris and Richard. This is our last Kaleidoscope. Send your future news items to **Chris Orr** who we know will do a fabulous job. Chris' address is chriso@awl.com.

—Cris Campbell, ccampbel@library.berkeley.edu, is acting head of the UC Berkeley Public Health Library.
Richard Geiger, geigerr@sfgate.com, is Library Director, San Francisco Chronicle.

SF BAY Chapter helps to bring Doris Kearns Goodwin to Indianapolis

Doris Kearns Goodwin, Pulitzer Prize winning historian, political commentator, and baseball enthusiast, will attend the Association's annual conference in Indianapolis to mark the Social Science Division's 75th anniversary celebration. All members of the San Francisco Bay Region Chapter are especially invited to attend as generous sponsors of this milestone event.

Ms. Goodwin is the author of three major works on American presidents: *The Fitzgeralds and the Kennedys*, *Lyndon Johnson and the American Dream*, and *No Ordinary Time: Franklin and Eleanor Roosevelt: the Home Front During World War II*, for which she won a Pulitzer Prize. Her latest work is *Wait Till Next Year*, a memoir of growing up on Long Island as a loyal Brooklyn Dodgers fan. She is currently at work on a biography of Abraham Lincoln.

Ms. Goodwin will speak at three events on Tuesday, June 9. She will give the keynote address, "Private Lives of Public Figures: the Art of Biography." She will speak briefly and answer questions at a

noon luncheon, and she will talk informally and field questions at a special Baseball Caucus meeting.

The Social Science Division is indebted to many for their support of this landmark celebration. Special thanks to our own chapter for its contribution and to the Washington, D.C. Chapter for its support. The Information Technology, Museums, Arts & Humanities, Education, Military Librarians, and Transportation Divisions are co-sponsors. Our primary corporate sponsors are EBSCO Information Services and LEXIS-NEXIS. Individual contributions came from Liz Bryson and Mike Kolakowski. To all the Social Science Division extends its grateful appreciation.

Be sure to reserve time at the conference for this outstanding series of programs. See you in Indianapolis for a great day of Americana in America's heartland!

—Terry Dean, tdean@library.berkeley.edu, Co-chair of the 75th Anniversary Committee, Social Science Division, is a librarian at the Institute of Governmental Studies, UC Berkeley.

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THE LEADER IN INTEGRATED INFORMATION MANAGEMENT

Professional Development

Of allies & alliances

by Rita Evans

The San Francisco Bay Region Chapter and the Librarians Association at UC Berkeley sponsored the local presentation of SLA's videoconference program "Everyone Wins: Building Alliances for Greater Gain," Thursday, March 26 on the UCB campus. This was the third in a series of Distance Learning Programs, and the second the chapter has offered to members at no charge.

The three-hour program featured a panel of three speakers. **W. David Penniman**, Director of the Center for Information Studies at the University of Tennessee, Knoxville, opened the first broadcast segment by talking about the theory behind alliances. He emphasized key elements for survival:

- a clear sense of your organization's mission and the future it wants to shape
- positioning yourself strategically
- looking for strategic alliances

JUST WHAT IS "STRATEGIC"?

Those things which are: important to the entire organization, which cut across several functions, and which reflect the philosophies of key people.

The next step, strategic positioning, involves identifying key stakeholders, aligning your services, and making your organization of crucial value.

Alliances, said Penniman, are unions which promote common interests. They are collaborations to find solutions beyond the capability of one party, and they are a means of survival in a competitive environment. Alliances formed as part of strategic positioning provide basic and special resources, political support, credibility, and access to new markets and services.

In closing, he encouraged us to periodically evaluate our alliances. Do they contribute to the strategic aspects of the organization? Are there benefits for all parties involved? And don't forget to ask: "What's in it for me?"

Ellen Callahan, Senior Vice President, Director of Information Services, Putnam Investments and

Nettie Seaberry, Director, Minority Business Information Center, Minority Supplier Development Council then addressed the topic of how to build alliances. The process involves:

- communicating with management
- identifying likely partners
- establishing objectives
- communicating accomplishments

The last element is critical and likely to be overlooked.

FACTORS CONDUCIVE TO SUCCESSFUL ALLIANCES

Evaluate potential partners to determine if the payoff is worth the time and effort. Determine what unique resources or expertise you have to barter with — this knowledge can be a source of confidence. Make sure that your partners share your values and will value your contributions.

When identifying potential partners look for complementary needs. If you don't have strong technical skills, you may want to seek alliances with those who do; your research expertise may be just what a marketing team needs in order to establish credibility with clients.

"WHAT'S IN IT FOR ME?"

Echoing Penniman's closing remarks, Callahan and Seaberry looked at "What's in it for me?" They cited expanded professional contacts and professional development: working outside your own group affords opportunities to meet new people and develop new skills which can in turn increase your visibility. Working outside your usual area may also allow you to offload routine administrative work, if you can persuade management that you are making valuable contributions in other areas.

"WHAT'S IN IT FOR THEM?"

They can leverage your information management skills by having you apply them in more strategic areas. With information resources often limited and expensive, you can ensure that the organization derives maximum benefit from its investment. Make

sure that as many people as possible use the information in as many ways as possible. Make sure that the information is delivered in the appropriate format with content specific to the user's needs.

WHAT ARE THE PERSONAL COMPETENCIES

needed for effective alliance building? Communication, of course, is the most important. Callahan said the ability to truly engage and listen to someone else is an essential skill. Foster your professional relationships inside and outside of work. Recognize who is in a position to help (or hurt) you politically. Be known as a person of character: epitomize trust, integrity and dependability.

The broadcast stopped, and attendees broke into small groups to discuss a library case study on intranet development. Using the panel's guidelines, the groups looked at which departments the library should seek alliances with. Particularly interesting

Alliances...are collaborations to find solutions beyond the capability of one party, and they are a means of survival in a competitive environment.

were the possible pitfalls the groups identified: from a lack of human resources to having an alliance "partner" take credit for work you did.

When the video broadcast resumed, panel members addressed questions which had been faxed or called in. Another small group session followed, with attendees sharing success stories from their own experiences building alliances.

Evaluations and responses to the program were uniformly positive. SLA had provided good handouts, and we experienced only minor technical difficulties. Several people said they would not have been able to attend if a fee had been charged. Given the turnout and evaluations, the chapter is likely to host more presentations of Distance Learning Programs.

Thanks to **Debbie Jan** of the Professional Development Committee for handling the room arrangements and for acting as liaison with UC's technical staff to tweak volume and lighting. Debbie also had posted signs outside and inside the building. If you've never been to Dwinelle Hall — UC's version of the Winchester Mystery House — you can't really appreciate just how essential those signs were!

Of librarians & liars

by Robert Burke

The San Andreas Chapter's Professional Development program on evaluating Web-based resources, which took place April 3, at Raychem in Palo Alto, was filled with pragmatic advice and punctuated by humor.

Pragmatism was supplied by **Lydia Dehn**, former Director of Content Business Development for Dialog, who covered many of the copyright and licensing issues and by Apple Computer's **Mike Kelly**, who added a "nuts and bolts" perspective to the negotiation and purchasing process. Both reiterated the two central tenets of dealing with any vendor. The first is to remember that *everything* is negotiable. Every proposition, by its nature, allows some leverage. Whether that leverage is in price, access, content, or in the opportunity to develop strategic alliances, it exists. The challenge for the information professional is to know not only what the vendor is offering, but also what his or her organization really needs.

Continued on the following page

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Professional Development continued from page 15

The second tenet is that dealing effectively with vendors is always contingent upon a reputation for keeping one's word and honoring agreements. As a cautionary note, both Dehn and Kelly warned that the days of the cyber-outlaws are numbered: playing fast and loose with licensing agreements or contractual stipulations is no longer merely frowned upon, but more and more frequently is cause for litigation. They offered several ideas for cutting the best

"Try running a search when the sales rep is out of the room. Put in 'li' truncated to find 'librarians and liars' and see what happens."

deals possible given time, budget and personnel restraints, but both emphasized the need for consistent ethical behavior.

Humor was supplied by **Alison Head**, formerly Head Librarian for the Santa Rosa Press-Democrat and currently teaching Management and Human-Computer Interaction at San Jose State's School of Library & Information Science. Her pre-

sentation on the design of Web-based products was both funny and practical. She emphasized what we need to look for and what we too often overlook—especially when we forget that we may not be a product's only end-user.

Given the onslaught of bells and whistles that accompany so many Web products, Head's holistic approach to product assessment was especially refreshing. Most of us were trained to consider cost, availability and content when selecting resources; Head encouraged us to look at design as well. Using Dialog on the Web and IAC's Insite as examples, she provided an entertaining and informative assessment of what Web-based products should look like, how they should feel, and how they should respond.

• *What does the product look like?*

The color red is not a favorite of Head's, as she is partially color blind. A small detail, perhaps, but one which could impact an end-user's experience.

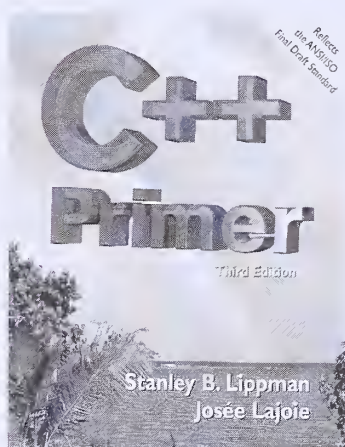
• *How does the product feel?*

Is the user forced to page through screen after screen of vendor product propaganda before he or she can

Continued on the bottom of the next page

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New members

.....

by Marlene Vogelsang

Welcome to all our new and renewed members — students, recent arrivals to the Bay Area, and some who work outside of the Bay Area. We look forward to getting to know you and working with you.

Locke Morrissey has taken the position of Head of Reference and Research Services at Gleeson Library, University of San Francisco. A native of Marin County, Locke spent the last 20-plus years in Southern California and has been the Engineering Librarian at UC Irvine for the past 7 years. His interests include the California Digital Library Project and diversity issues affecting libraries and librarianship.

My former PG&E colleague, **Tricia Cummings**, is now at the Boston Consulting Group as an Information Specialist in the Energy and Utilities area. After being at PG&E for 17 years Tricia is enjoying the excitement and challenge of a new position.

Karen Toran joins us from the California Supreme Court's Judicial Center Library. Her library serves the justices and staffs of the California Supreme

Court and the First District Court of Appeals. The collection is primarily legal, but does include scholarly works from virtually every discipline. Karen is in the midst of planning for the January '99 relocation of the courts and library back to Civic Center.

Bob Bering, former dean and faculty member of the "old" School of Library and Information Studies at UC Berkeley, has rejoined our ranks. He is Dean of the Library at UCB's Boalt Hall Law School.

Laurie Isenberg is the Librarian and Internet Information Manager at California Healthcare Foundation in Oakland, a new foundation working toward improving health in California. Laurie has worked at UCSF; at Kenyon College in Ohio; and at the Public Health Library at the University of Michigan, where she got her M.I.L.S.

Cathy Nyhan joins us from the San Francisco Public Main Library. She became interested in SLA while working with the recently disbanded Library

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Professional Development continued from preceding page

begin searching? Those repetitive mouse clicks add up to user fatigue and frustration in a very short time.

• *How does the product respond?*

It's all well and good for professional researchers to get giddy over indexing and thesauri and content, but for the end-user who just wants to complete a task, how well does the product work? To find out, Head made two especially pertinent suggestions:

Include an inexperienced user — one who has a task to be done but little or no training on database searching — in the initial testing of the product.

Try to "break" the product the way such a novice user might.

Although not advocating taking a sledgehammer to the product — often an understandable impulse —

she did suggest, "Try running a search when the sales rep is out of the room. Put in 'li' truncated to find 'librarians and liars' and see what happens."

Does the product nudge the user to reformulate the search or does it simply crash? Does it bring the user home after a lengthy search involving multiple hyperlinks? And just how valuable *are* those hyperlinks? Head noted one product that links to a minute-long recitation of the company's virtues by its CEO — a minute she claimed to be one of the longest in recorded history.

In the end the program posed as many questions as it gave answers — those kinds of questions that stimulate solutions and enterprize.

—Robert Burke, Robert_Burke@csaa.org, is Knowledge Manager at the California State Automobile Association Information Center.

Feature article

The Barefoot Librarian

by Elyse Eisner, Features Editor

A few nights ago, I was kept awake by a family member who was suffering with a cold. I wandered around for a while, trying to decide what I could do that wouldn't disturb anyone else. I decided to go to work at 11:30 and worked until midnight or so. I didn't have to change my clothes, pack a lunch, or take a train. In my nightgown and slippers I just sat down at the computer and worked until things quieted down.

Certain benefits of working from home are self-evident: you don't commute, so you save money and time; you don't have to dress up, so dry cleaning bills go down; you eat in your kitchen so lunch is cheaper; and, you can sleep a little later and still get to work on time.

But, as all the at-home-workers I asked agreed, the absolutely best part of working from home is the flexible hours. If you have insomnia, you can catch up on work at midnight; if you have a daytime emergency, or just a craving for ice cream, you can take

I read about one person who dresses for work every day, leaves the house, and then comes back in to mark the official start of the work day.

the time off. You can start work at 6:00 A.M., take a break from 7:00 to 8:00, work another five or six hours, help your kids with their homework, and finish up your work in the evening. If your children are sick, they can stay home from school, and you

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can still go to work. (This, of course, can also be the worst part of working at home.) And, if you are inclined to fall into the zone and stay there, you can work 12-hour days without coming up for air.

So is there a down side? You bet. Here's a random list of the worst things about working from home:

Dirty dishes. You can't help but notice them. Especially on days when you're feeling a little slow, it's pretty tempting to wash them and avoid working.

There's no MIS department at home. If your printer jams, you're it. Likewise janitorial service. Dusting, emptying trash, dealing with plumbing — you get to do it all.

Door-to-door solicitations. These range from missionaries to those smiling Stepford youths who can win a trip to Disneyland and stay off drugs if only you buy their magazines or oatmeal cookies. It took me just two weeks to learn not to answer the door.

Interruptions from friends, family, and telemarketers. I no longer answer the home phone. (This means I now have to check the answering machine to be sure that it's not a family emergency or car pool trouble.) Reva Basch has a sign she puts on her door. It says, "DO NOT ENTER WITHOUT KNOCKING." And, underneath that, "don't knock."

It's too easy not to take a break. Too often you just eat a quick lunch at your desk, or forget to eat lunch at all.

It's too easy to take a break. Hey, nobody's watching! Who cares if you want to spend an hour with Perry Mason?

Computer solitaire. Enough said.

People who think you are always available. To drive on field trips, take messages for the rest of your family, run errands or hold UPS packages for the neighbors.

Isolation. Unless you do marketing and sales you may not hear or see another human all day, and you can get a little weird.

The hardest part of working from home is maintaining motivation. Some days you just have less energy. When you work around other people, you can pick up some of their energy or compel yourself to be more productive than you feel.

If you contract work on projects, there is a specific task and deadline that can get you over the hump. Marketing a service, however, is incredibly difficult on those days when you just don't feel like talking to anyone and there's no one around to offer encouragement. This is one area where being self-employed can be an advantage: if you don't work you don't get paid. It's a big motivator.

Obviously the best way to stay productive is to really like what you're doing, although you always can find ways to trick yourself into keeping going. I read about one person who dresses for work every day, leaves the house, and then comes back in to mark the official start of the work day.

I've found one way to keep myself focused: I changed all my computer passwords to encouraging slogans like "get it done" and "keep moving." Every time I restart my computer I have to enter one of those phrases, and I wake up. It sounds corny, but it works...and it keeps me off the highways.

—Elyse Eisner, eisner@tdl.com, is Library Services Manager for the Northern California branch of Advanced Information Consultants.

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Executive Board & Advisory Council Meetings

by Tony Obregon

Executive Board Meeting

Wednesday February 11, 1998
4:10 P.M., Dolby Laboratories
San Francisco

Present: Rita Evans, Linda Vida,
Linda Suzuki, Marlene Vogelsang
Jeanne Fong and Tony Obregon.

Treasurer's Report

The account balance as of 2/1/98
is \$49,122.21.

The Board will write a letter to
Marie McKenzie thanking her
for her extraordinary contribu-
tions to the chapter. A special
thank you will also go to **Linda
Suzuki** for agreeing to complete
Marie's term as President-Elect.

Chapter Election

The Nominating Committee
submitted the slate of presidential
candidates in a timely fashion.
The Executive Board noted for
the record that they are pleased
that, despite the board having to
fill a vacancy, the position of
president-elect was filled by a
candidate who previously had
been identified by the Nominating
Committee, maintaining the inte-
grity of our chapter nominating
process.

Directory

SLA Headquarters plans to
update member information via
the Internet with in the next year.
They have improved the member-
ship database and are planning to
have a section of their website
which can be accessed only by
SLA members. If this is success-
ful, we may be able to download
membership information from the
Association's web site to produce
our directory rather than input
the data locally.

Academic Relations

Barbara Glendenning has
suggested that we sponsor a SIMS
student to attend the SLA Annual
Conference. The Academic
Relations Committee had
\$975.00 in its budget, which the
Board voted to increase to
\$1000.00 for one stipend. The
Board voted for an essay contest
open to SIMS students or chapter
members that are currently
attending another library school.
Committee members will judge
the essays and choose a winner.
[See page 8 for the winning essay.]

Bulletin

The *Bulletin* Committee would
like to design a new logo and
masthead which will be presented
to the Board for approval. **Ella
Hirst**, editor, proposed that the
Bulletin be reduced from six to
five issues a year. The Board will
defer discussion of this issue until
a later date.

Programs

Marlene Vogelsang distributed a
spreadsheet detailing meeting
evaluations for 1997. Networking
with co-workers is a major reason
for attending chapter events;
speakers on work-related topics
are also a big draw. The board
approved a subsidy of up to \$8.00
for the May dinner meeting at the
Culinary Academy.

1999 SLA Winter Meeting

Linda Suzuki spoke with Head-
quarters about local hospitality for
SLA's Winter Meeting and
Education Conference in San
Francisco next January. The local
chapter usually forms about six
committees to handle fundraising,
local information, registration,
dinner buddies, web information,
and the Thursday evening social
event. Linda will be looking for a
chair for the overall committee.

Networking

Deb Hunt and her committee
will identify organizations whose
upcoming events could be
included in the *Bulletin* calendar.

Training

The Board is reviewing plans to
institute a program for Board and
Council members to provide
training in skills needed to carry
out chapter responsibilities. Topics
would include negotiating, strategic
planning and career management.
Headquarters has developed
program modules which could be
customized and used as templates.
Rita suggested that a task force be
formed by summertime if the
chapter would like to implement
the program by next year.

The next board meeting is June 20
prior to the turnover meeting.

The meeting adjourned at 5:34 P.M.

SLA Annual Salary Survey Changes

The 1998 SLA Annual Salary Survey was mailed in mid-April to a random sampling of SLA's members. If you receive a survey, please complete and return it promptly. The more responses received, the more accurate the data. The purpose of the Survey is to promote improved compensation and enhanced status for SLA members. It has been revised considerably to reflect the diversity of SLA's membership and changes in the profession.

Changes include:

- Wage information about members' employees
- Questions about earnings from bonuses and commissions
- Expanded Primary Responsibilities list that now includes: Database/Software Design, Information Product Development, Intranet Development, Knowledge Management, Marketing, Trainer, Vendor/Sales, and Webmaster

The Survey is slated to be published in October 1998.

Advisory Council Meeting

[note: See above indicates that the report to the Council is the same as the one to the Board.]

Wednesday February 11, 1998
6:10 P.M., Dolby Laboratories
San Francisco

Present: Rita Evans, Linda Vida, Linda Suzuki, Jeanne Fong, Marlene Vogelsang, Ella Hirst, Linda Yamamoto, Terry Huwe, Terry Dean, Tamara Horacek, Gretchen Peterson, Karin Zilla, Maggie O'Brien, Chris Orr, Wess Murdough, Richard Geiger, and Tony Obregon.

Treasurer's report

[see above]

COMMITTEE REPORTS**Finance**

Gretchen Petersen distributed this year's fiscal report showing budget, income and expenses to date.

Professional Development

The topic for the Spring Workshop is company information and competitive intelligence. Two of the speakers will incur hotel expenses and one will also incur airfare expenses; so we may not realize a significant profit. **Debbie Jan** will coordinate the video broadcast of the SLA Distance Learning Program, March 26 at UC Berkeley. *[See page 14.]*

Infoline

Mark Mackler reported that the dial-in service which provides recorded Chapter information has received very few calls in the past two years. The Board will review continuing the service.

Archives

Rita will draft guidelines for Board and Council members on sending materials to the chapter archives.

Advertising

Nine ads were received for the joint chapter directory. The San Andreas chapter brought in three,

and **Tamara Horacek** of the San Francisco chapter brought in six.

Hospitality

[see above]

Consultation

One call came for advice on setting up a dynamic information center.

Web

Terry Huwe is coordinating calendar events with **Sara Pedersen**. He is also at work on providing library links on the website. **Tim DeWolf** is on the committee, and Terry suggested he would be a good candidate for committee chair. San Andreas does the markup for the **Jobline**, and we link from our site to theirs. The SF Chapter will take over responsibility for the **Jobline** in July 1999.

Publications

Terry Dean reported that her committee will finish indexing the *Bulletin* by the end of March.

Directory

Linda Yamamoto is currently checking San Francisco chapter member listings for accuracy. The committee hopes to distribute the new directories at the March dinner meeting and the professional development April workshop.

Strategic Planning

Richard Geiger said that other chapters have requested copies of our three-year strategic plan.

Academic Relations

[see above]

Tours

The next tour is a joint effort with San Andreas of the Rosicrucian Order Library in San Jose, March 11. The SF Chapter will sponsor a tour of the Ninth Circuit Court of Appeals Building and Library on April 29 hosted by **Betsy Knauff**.

Networking

Angie Brunton will be reporting on the California Millennium Conference at the next meeting.

Membership

The chair is sending letters to all new members welcoming them to the chapter.

Past President

Linda Vida has solicited nominations for the Chapter Professional Achievement Award. Updates to the Procedures Manual need to be completed by May. Annual reports are due to Rita Evans April 6.

Fundraising

Karin Zilla reported that in addition to the \$800.00 balance, there are pledges of \$2530.00 to date.

Nominating

Chris Orr reported that the committee met in November to draft candidates for 1998-99. They submitted a slate of in December: **Jeanne Fong**, President-Elect, **Maggie O'Brien**, Assistant Director/Program Chair, and **Molly Skeen**, Secretary. **Linda Suzuki** agreed to complete **Marie McKenzie's** term as President-Elect and will become Chapter President *[see following page]*. The candidates take office in June.

Bulletin

[see above]

75th Anniversary

Linda Suzuki solicited suggestions for the 75th Chapter Anniversary celebration. There was a consensus to schedule the event on a night during the week rather than on a weekend. She will form a committee to choose a format and venue and to make a budget.

Training

Marlene Vogelsang offered to head up the task force for a training program for Board/Council Members *[see above]*. A training module may be part of the June 20 Turnover Meeting.

The meeting adjourned at 8:08 P.M.

—Chapter Secretary **Tony Obregon**, tony.obregon@ezi.net, is a researcher with **Egon Zehnder International**.

Calendar

MAY

13 SF/SLA Chapter Dinner Meeting. Wednesday, 5:30 P.M. California Culinary Academy, 730 Polk Street, San Francisco. Speaker: Michael Bauer, Food & Home editor of the *San Francisco Chronicle*. Contact: Maggie O'Brien: 650-965-7799 maggie.aimusa@juno.com

10-14 Conference: Association for Information & Image Management. Anaheim, CA. Contact: 888-397-6209 www.aiim.org/AIIM98/index.html

12-16 19th Annual National Online Meeting. New York City. Contact: 800-300-9868 609-654-4309 fax www.infotoday.com

13-16 30th annual conference American Society of Indexers, "New Frontiers in Indexing." Seattle. Contact: Lori Lathrop: 888-345-4639 www.well.com/user/asi/mtg1998.htm

17-20 Conference: American Society for Information Science. Orlando, CA. Contact: 301-495-0810 www.asis.org/conferences/index.html#my98

22-27 Conference: Medical Library Association. Philadelphia, PA. Contact: 312-419-9094 www.mlanet.org/mla100.html

30-31 Class: "Using the Internet Part 7: Multimedia on the Web." also June 6-7, 9:30 A.M.-4:30 P.M.. Computer Lab 3, UC Extension Downtown, 150 Fourth St., SF. Contact: 650-833-0119 askcmil@uclink4.berkeley.edu

JUNE

8-11 International Knowledge Management Executive Summit. San Diego, CA. Contact: 800-335-7440 www.delphigroup.com/kms

6-11 SLA 89th Annual Conference: "Information Professionals in the Driver's Seat." Indianapolis, IN. Info: www.sla.org 202-234-4700

23-26 Digital Libraries 98: 3rd Annual Conference, Pittsburgh, PA. Contact: 412-327-8159 <http://ks.com/dl98>

To list an event in the calendar contact Sara Pedersen: sara_pedersen@regis.com. 650-354-4476, fax: 650-494-8660. Calendar events are updated biweekly at www.sims.berkeley.edu/sfsla/.

LINDA J. SUZUKI President Elect/President

Education

B.A., Ohio Wesleyan University
M.S.L.S., Syracuse University
Certificate of Advanced Study, University of Pittsburgh

Experience

Interlibrary Loan Librarian, San Francisco Public Library, 1996-
Administrator, Business Information Center, James River Corp., 1988-1995
Business Information Specialist, Predicasts Inc., 1984-1987
Librarian, Product Development Analyst, Federal Reserve Bank of Cleveland, 1982-1984
Librarian, American Bankers Association, 1974-1978
Librarian, Chicago Public Library, 1972-1973
Instructor, Fukuoka Women's Junior College, Dazaifu, Japan, 1969-1971

Professional Affiliations

Special Libraries Association 1981-
American Library Association 1997-

SF Bay Region Chapter, SLA

Consultation Chair, 1997-1998
Program Committee, 1996-1997, Program Chair, 1995-1996
Assistant Director/Program, 1994-1995, Program Committee, 1993-1994
Fundraising Chair, 1992-1993
Tours Chair, 1990-1992, Tours Committee, 1989-1990

Cleveland Chapter, SLA

Treasurer, 1986-1987
Bulletin Editor, 1983-1985

24-26 Women in Technology International: 4th Annual WITI Conference San Jose, CA. Contact: 800-334-9484

JULY

11-16 American Association of Law Librarians, 91st Annual Meeting. Anaheim, CA. Contact: Mary Brown 312-939-4764 www.aallnet.org

13-15 Women in Management: The 1998 Leadership Forum. Atlanta, GA. Contact: 800-670-8200 www.iir-ny.com

New members continued from page 17

Express service. Cathy now works as the electronic services librarian, training staff on using the Internet and SFPL databases and also doing reference work in the Government Information Center.

At the "new" School of Information Management and Systems, **Carol Butler** who has joined the profession from the ranks of the venture capital field. Carol is interested in the visual display of information and in working with large information sets. She looks forward to working in a corporate setting. In her "other life" she enjoys gardening and is "married with pets."

Now at Bechtel Civil's company library, **Lyn Dix** provides research support services to staff in North America and other regions around the world. She is a solo librarian for the first time in her career and salutes all those solos who have been managing library services alone.

Welcome to new student members from San Jose State University's School of Library and Information Sciences. **Julie Sweetkind** is working at Athena Neurosciences as a library tech while she attends school. Julie is interested in cartographic librarianship. **Merry Luskin** is a true reference librarian, delighted with the creativity and excitement of answering a query, learning about information sources and filling a patron's information needs.

Welcome to our far-flung members: **Feng-Hsui Lee** in Kent, OH; **Gary Markham** in Tuscon, AZ; **Clare Adamo** in Branford, CN; **Andy Yen** in Los Angeles; **Mark Hutcherson** in Columbia, MO; and **Susan Kane** in Ann Arbor, MI.

Cathy Spitzer is currently a student at the Graduate School of Library and Information Science at the University of Texas-Austin. She graduates in August when will move back to the Bay Area to join her fiance and family in Mountain View. She plans to work in a corporate or news library.

There are still new members that I have not yet been able to contact...I hope to get in touch with you before our next issue. Please feel free to give me a call at 415-972-7306, or e-mail mxv6@pge.com and share a bit of information.

—*Marlene Vogelsang is a Resource Specialist at the PG&E Energy Center, San Francisco.*

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